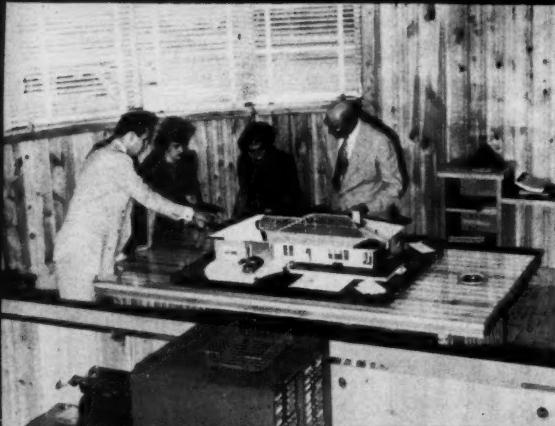


BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



CONFERENCE ROOM FOR
CONTRACTORS HELPS SELL

← page 26

Paint Styling Is Easy Way
to Modernize Old Homes

page 31

'EXTRA TOUCH' IN DESIGNS
LANDS PROFITABLE JOBS

page 23 →

Dealers in Lake Area Primed
for Resort Cottage Sales

page 30



Why Dealers Should Work at Good "Public Relations" — page 33

CONTENTS PAGE 19

10,700 COPIES

Behind the screens ...MIAMI AWNING WINDOW

BEHIND THE SCREENS

of some of the Nation's finest installations, is the all-aluminum Miami Awning Window... Accepted and Specified by Architects, Builders and Home Owners the country over.

- **PATENTED**, concealed cross-shaft joins panels into a smooth-working unit by equalizing weight on vent pivots.
- **NO WEATHERSTRIPPING NEEDED** ... Flanged vents seal shut through double metal contact.
- **EXTRUDED ELASTO MERIC VINYL Weatherstripping**, if desired.

For Homes, Apartments, Hotels, Churches,
Schools and Public Buildings.

For further information see Sweet's Arch. File 17A
or Write Miami Window Corp., Dept. SB,
P. O. 356, Miami 42, Fla.

Ask about the new aluminum picture window—a new concept in window design.

air infiltration tests passed at Pittsburgh Testing Labs.



UNIV. OF MIAMI
ADMINISTRATION
BLDG.



MIAMI Awning Window

SOUTHERN BUILDING SUPPLIES is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Ga. Executive and Editorial Offices: 808 Peachtree St., N.E., Atlanta 5, Ga. Acceptance under 34.84 P.L. & R. authorized.

Volume 6

Number 7

Sell the
"Miracle Aggregate"

TENSULATE
PERLITE

FROM

TENNESSEE



POPULAR with the buyer, profitable with the seller . . . Tensulate Perlite is the big advance in better, light weight plaster and concrete. Ten times lighter than the sand it replaces, this "miracle aggregate" lifts a ton of needless weight from the average room. It goes on faster, finishes with a smooth surface, strong and resilient to resist sagging and cracking. It will hold screws. You can nail through it, saw it and be assured of its fire, vermin and moisture-resisting qualities.

Dealers like the ease of handling. There's a rapid turn over of low cost inventory. It's good business to sell Tensulate Perlite. Supported by advertising, going big and growing bigger throughout the South. Place your order now.

A suggestion—why not solve your inventory problem by ordering mixed cars of Tensulate Perlite and Tensulate Insulation.



TENNESSEE
PRODUCTS & CHEMICAL

Corporation

NASHVILLE, TENNESSEE

CHARCOAL

TENSULATE
INSULATION

TENSULATE
PERLITE

Did ya KNOW THIS about these WIZARDS WITH WOOD

... that every month hundreds of people are answering our enlarged campaign of ads in 27 publications* for Weldwood Glue, Firzite and Satinlac ... and that we turn these inquiry-leads over to our registered dealers ... Are you one? If you're not yet registered, drop us a postcard.

UNITED STATES PLYWOOD CORPORATION
Dept. 283, 55 West 44th Street • New York 18, N.Y.

America's Largest Selling Wood Glue

WELDWOOD® PLASTIC RESIN GLUE

For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! A fast selling item to hobbyists, home owners, contractors, carpenters! Inself-selling display cartons! 10c, 15c, 35c, 65c, 95c and larger sizes.



Tame that wild grain with

FIRZITE*



Over 40 million feet of fir plywood are sold every week! Here's your market for FIRZITE, because it's a "MUST" when finishing fir plywood or any other soft woods. Used as an undercoat it "tames" unsightly wild grain on stain jobs... virtually prevents grain raise or checking on paint jobs... readies the surface satin-smooth for stain, paint or enamel. (For blond, pickled or tinted effects, for that "woody" look, recommend White Firzite on either soft or hard woods.)

A "Natural" for these modern "natural" finishes

SATINLAC*



The big modern trend is for light natural wood finishes. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Satinlac avoids that "built-up" look; yet will not turn yellow or darken with age. "Water-white"; easy to brush or spray; dries ready for next coat in 3 or 4 hours.

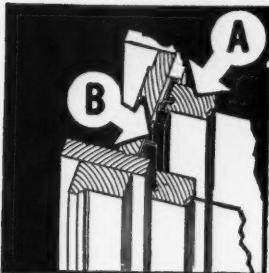
In pints, quarts, gallons.

*Trade Mark

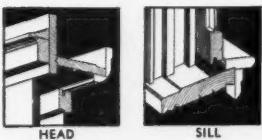


*Including Saturday Evening Post, Better Homes and Gardens, American Home, Living for Young Homemakers, Popular Science, Popular Mechanics, and over 20 others.

The PASSING of the YEARS



Sash "A" slides on full width, UNPAINTED metal weatherstrip "B" to insure free movement.



HEAD

SILL



only serves to CONFIRM
complete OWNER SATISFACTION

WEATHER STRIPPED **Thrif-T** WINDOW UNITS

The proof of the pudding is in the eating. And so with Thrif-T Factory-Fitted Weatherstripped Window Units—the proof of their superiority is the service they give.

Thrif-T Factory-Fitted Weatherstripped Window Units are **TIME-TESTED**—will prove their worth through years of satisfactory service.

Sell **TIME-TESTED** Thrif-T Window Units and sell **PROVEN** satisfactory service.

- FRAME COMES READY for EASY and FAST ASSEMBLY (NO SAWING OR PLANING)
- WIDE BLIND STOPS offer ADDED STRENGTH and MAKE FRAME EASIER to SQUARE in WALL
- ONLY TWELVE MINUTES to INSTALL WINDOW
- WINDOW FITS FRAME in GOOD WEATHER and BAD
- WINDOW SLIDES on METAL — this, plus SUPERIOR BALANCES, MAKES Thrif-T the EASIEST of ALL WINDOWS to OPERATE
- TREATED for LONG LIFE

Install in Twelve Minutes

Thousands of
TIME-TESTED
Thrif-T WINDOW
UNITS are in
service.

NO
PLANING
or
SAWING



Thrif-T
UNITS
FIT!

Detailed Instructions are included in **EVERY** shipment.



Made of Ponderosa Pine, its exquisite contours are sharply cut and always uniform. Stool and Apron are returned and Side Stops coped to head.

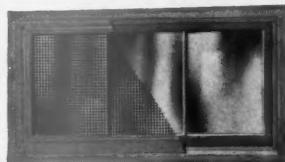


SCREW-TITE MITERED JOINTS SAVE TIME

— while insuring precise, accurate and tight fit. Extra narrow mullions are another feature of this outstanding trim.

OTHER Thrif-T WOODWORK for the HOME CARRIED IN STOCK

- Thrif-T PICTURE WINDOW UNITS "4-in 1" ENTRANCE FRAME
- Thrif-T BAY WINDOW UNIT "10-in 1" ENTRANCE FRAME
- Thrif-T DE LUXE PICTURE WINDOW UNITS No. 1332 ATTIC LOUVER
- Thrif-T TWIN KITCHEN CASEMENT UNIT Thrif-T WARDROBE
- No. 960-R CORNER CHINA CASE
- Thrif-T TELEPHONE SHELF



A National Favorite Thrif-T BASEMENT UNIT

Ready to install in wall — Frame set up — Completely Weatherstripped — Sash and Screen fitted in Frame and all hardware attached. Anchor stripped for secure setting in wall. Treated for long service.



Two position hinges provide ventilation control.

Write for Complete Information

Name of the NEAREST Jobber
Will be Sent to You on Request

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILL WORK SINCE 1884

CELOTEX

REG. U. S. PAT. OFF.

DOUBLE-WATERPROOFED
INSULATING SHEATHING

Sells Easier...

Sells Faster...

THANKS TO HARD-SELLING
NATIONAL ADS *LIKE THIS!* →

Talk about power—the current national ads on Celotex Insulating Sheathing *have it!* Real selling power aimed at producing more profits for you!

Convincing full-page ads like that shown here are carrying the sales-making story to millions of prospective home owners and builders in the pages of THE SATURDAY EVENING POST, BETTER HOMES & GARDENS and AMERICAN HOME.

Builders and contractors, your best customers, will read about Celotex Insulating

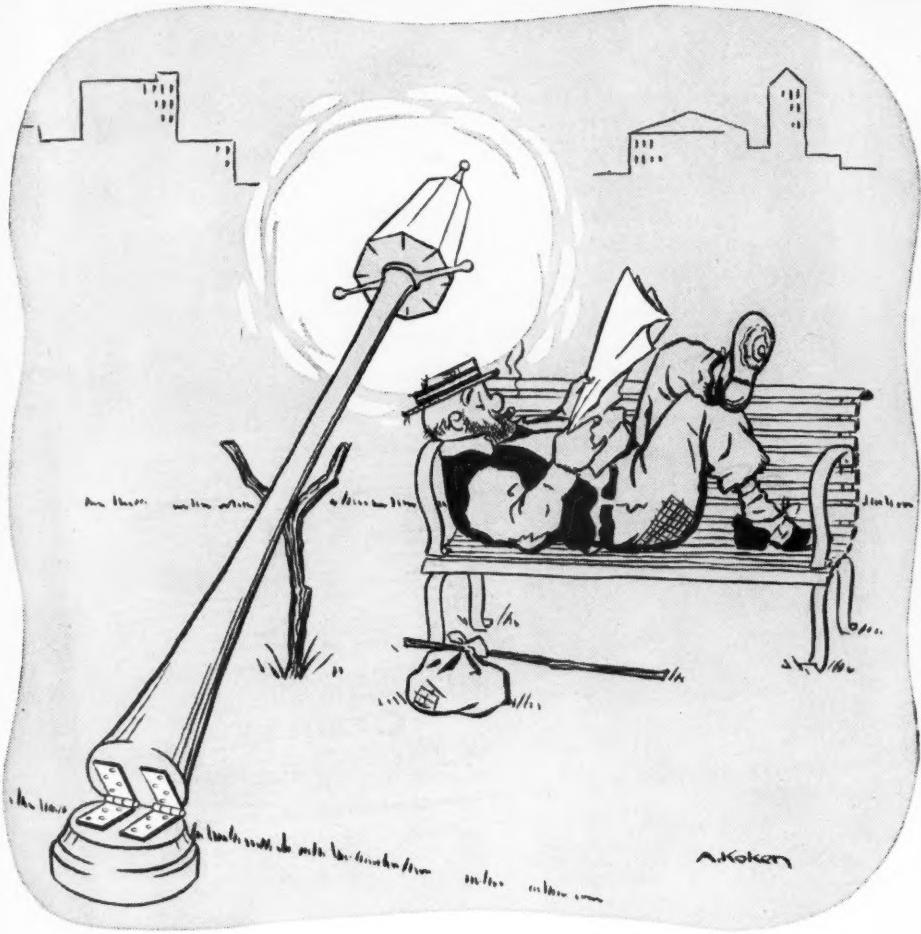
Sheathing in PRACTICAL BUILDER, AMERICAN BUILDER and other leading professional publications. Architects will be "sold" through impressive ads in ARCHITECTURAL RECORD, PROGRESSIVE ARCHITECTURE and MAGAZINE OF BUILDING.

Consistent, resultful advertising like this builds confidence in the name Celotex . . . pre-sells your entire market . . . makes your selling job easier! To cash in, start to stock, display and feature Celotex Double-Waterproofed Insulating Sheathing without delay!



IT'S MORE PROFITABLE TO FEATURE

CELOTEX
REG. U. S. PAT. OFF.
BUILDING PRODUCTS
THE CELOTEX CORPORATION, 120 S. LASALLE ST., CHICAGO 3, ILLINOIS



"Business opportunities appear brighter now that
EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



NEW MUSTANG



Granular
ASBESTOS SHINGLES

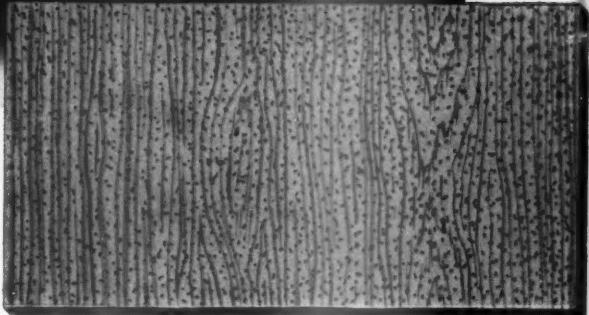


In granular tan, coral, green, and blue. Other shades Natural White and Dove Gray.

Beautiful is the word for these handsome granular surfaced Mustang asbestos cement shingles. Each Mustang shingle is embossed with the natural grain showing all the beauty of weathered wood.

Permanent as granite! The granules on Mustangs are put on to stay. Unlike ordinary granular shingles, granulated Mustangs are manufactured by a special process which prevents granules from rubbing off. Mustang ceramic granules stay in the shingle.

Popular Colors The four new Mustang granular shades—green, coral, tan, and blue—are the most popular siding colors. They were selected after an extensive survey was



made by the makers of Mustangs among architects, builders, and lumber dealers.

Washable, Too! The new granular Mustangs, like every dependable Mustang asbestos shingle, is made new again with every rain, and the color stays.

Write for FREE SAMPLE Shingles of the New Mustang Colors!

• Send us on your letterhead a request for a beautiful display containing six sample shingles, in the six new popular Mustang colors. This sample board will help you sell more siding jobs. It is sent to you free, and without obligation.

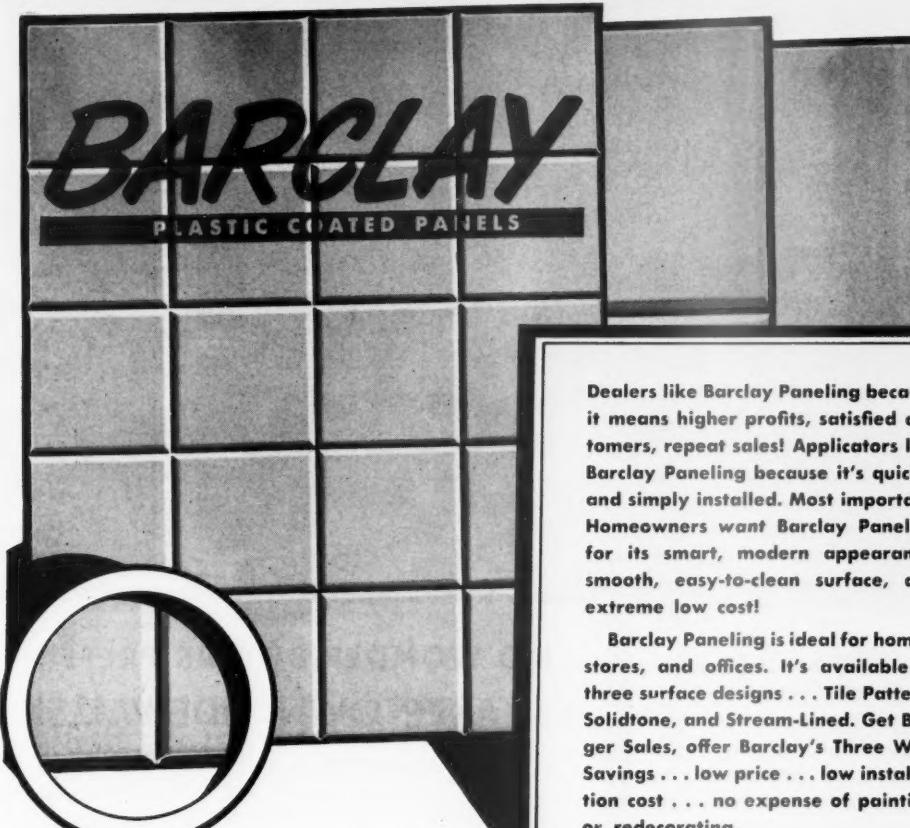
Remember, IT PAYS TO SELL MUSTANGS!
106

The ASBESTOS CO. of TEXAS

P. O. BOX 1082

HOUSTON 1

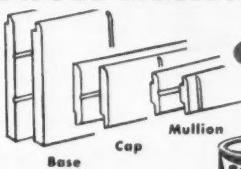
IT'S EASY TO SELL THE BEST...



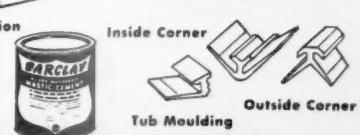
TRI-DEM SCORING . . . exclusive
Barclay feature gives three di-
mensional effect . . . real tile-like
appearance!

*G*ET THE ACCESSORY BONUS! Barclay
Accessories average 40% extra
profit on every tileboard order! Stock and
sell Barclay Paneling and Accessories for
bigger business! Write today for details!

● PRESWOOD MOULDINGS



● ALUMINUM MOULDINGS



IRON ROOFING CO.

15 BRANCH WARRENTORIES

Hannibal, Mo.

New Orleans

Louisville, Ky.

Baltimore, Md.

Columbia, S. C.





IF YOU are not now selling Shakertown Sidewalls, it will pay you to investigate the advantages of these naturally beautiful, naturally better cedar shakes and shingles. Write the address below.



NO WONDER BUYERS PREFER SHAKERTOWN SIDEWALLS!

More and more architects, builders and homeowners prefer Shakertown Sidewalls, the No. 1 certigrade cedar shingles. There are three important reasons why:

- (1). **Natural wood beauty** lends an air of distinction to homes of every style, in every price range.
- (2). **Double coursing** means higher dollar value in extra insulation and protection, with less cost per year of service.
- (3). **Variety of treatment** is unequalled in any other material. For new home construction or for restyling old homes, Shakertown Sidewalls are quickly applied with assured results regardless of weather conditions.

THE PERMA PRODUCTS COMPANY
7001 Morgan Avenue Cleveland 27, Ohio



SOUTHERN STATES IRON ROOFING COMPANY

Montgomery, Ala.
Nashville, Tenn.
Tennessee, Tenn.
Birmingham, Ala.

Atlanta, Ga.
Charlotte, N.C.
Tampa, Fla.
Baltimore, Md.

FREE to Building Supply Dealers

* * * Use Handy Coupon Below

PRINTED HELPS

3. Color Uses. "Styling With Color" contains over 100 color pictures of color schemes for every room in the house. It was written by Collette Whitlock, authority on interior decoration, to help sell paints. The Peaslee Gaulbert Paint and Varnish Company, Louisville, Ky.

7. Flexible Doors. Installation details and sketches of Ra-Tox flexible doors, made of kiln-dried Northern basswood splints, are given in a new folder. Construction data and specifications are included. The Hough Shade Corporation, Janesville, Wis.

11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to install Huntington "Metal-Fold-Safty-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.

13. Sash Balance. New Pullman Piggy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephyr Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about

unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

27. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

29. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

31. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

35. Gliding Door Units. An illustrated folder shows how Huttig's

gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

39. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

45. Fawsco Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Fawsco Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the June, 1951, issue of S*B*S with these key numbers:

Name _____

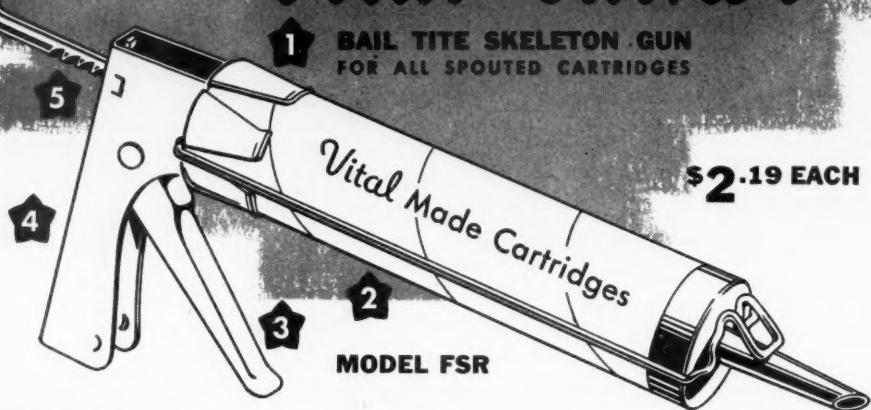
Position _____

Firm _____

Mail Address _____

City, State _____

Leads All Sales Vital-Calker



NOW, MORE THAN EVER -- THE GREATEST HOME CALKER VALUE

- 1 **UNIVERSAL CARTRIDGE HOLDER** — New Design provides greater support — permits use of Fibre or Metal spouted cartridges.
- 2 **PATENTED CARTRIDGE BAIL** — Locks cartridge in place, making a safe, rigid caulking unit.
- 3 **HIGH LEVERAGE TRIGGER** — Gives a smooth easily controlled flow of compound.
- 4 **CONTOUR HAND-FITTED GRIP** — New ease in caulking with larger, more comfortable handle.
- 5 **POSITIVE RATCHET DRIVE** — Proven 2-dog action and quick release rod guarantee trouble-free service.

PACKED six or 12 to the case.

Vital

introduced this Calker with the already famous spouted cartridge in 1947 and it has consistently outsold all calker combinations because it's built honestly to deliver and get results — brings the user back many times for more cartridges.
Specify your caulk in Vital Made Cartridges to guarantee perfect fit.

We manufacture all caulk equipment except compound.

Vital

PRODUCTS MANUFACTURING CO.
CLEVELAND 4, OHIO

- 55. Fiber Wallboards.** Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plasteron Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.
- 57. Ventilating Fans.** Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.
- 59. Pressure-Treated Lumber.** New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.
- 61. Aluminum Awning Windows.** Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.
- 63. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool bats, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.
- 65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.
- 71. Bag Truck.** A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.
- 73. Kitchen Ventilation.** Advantages of Trade-Wind Clipper ceiling blowers are explained in new literature. Data are given on the new model for installation within a cabinet over the kitchen stove. Uses in kitchens, bathrooms, dens, laundries, and commercial establishments are shown. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.
- 75. Safety Saw.** A new catalog sheet presents the special features and specifications of the Model W-65 Stanley safety saw. It pictures this electric saw in action. Available accessories are described. Stanley Electric Tools, New Britain, Conn.
- 77. Roofing Materials.** Two-color folder tells how Sco-Co cottonseed oil gum products are used to waterproof and repair interior brick walls, concrete and gravel roofs, composition and metal roofs. It describes Sco-Co metallic paints, Redycote asbestos fibered roofing, plasticise asbestos caulk compound, roof plaster, roof coating, lap seal cement, and metal sash putty. The Southport Paint Company, Inc., Savannah, Ga.
- 79. National Millwork.** Double-hung and awning windows, interior and exterior doors, mantels, and wood-work specialties in an attractive new catalog of National Woodworks, Inc. Actual pictures and sketches with model numbers illustrate the booklet. Information is included about the factory. National Woodworks, Inc., 2201 29th Avenue North, Birmingham 7, Ala.
- 81. Insulating Sheathing.** Two new folders are available on Insulite Bildrite sheathing. No. 65 tells complete story on this sheathing, describing uses, properties, and sizes. No. 75 discusses the problem of moisture condensation and its elimination by Bildrite and sealed Graylite Lok-Joint lath. Insulite, 500 Baker Arcade Bldg., Minneapolis 2, Minn.
- 83. Barn Ideas.** New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.
- 87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.
- 89. Sash Holders.** Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder, suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.
- 91. Rustproof Screening.** Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.
- 93. Disappearing Stairways.** A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.
- 95. Paint Thinner.** Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.
- 97. Wood Window Promotion.** Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.
- 99. Tile Cutters.** Printed folders show J. M. J. Products Tile Cutter which cuts linoleum, plastic tile, asphalt tile, rubber tile, and cork tile. Distributors are listed. One folder is devoted to presentation of J. M. J. Tile Cutter Rental Service that increases tile sales and customer satisfaction. The J. M. J. Products Company, 226 Centerville, Belleville, Illinois.
- 101. Vermiculite Insulation.** A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.
- 103. Metal Tiles.** Specifications, application instructions, the many uses of steel and aluminum tiles, and a chart showing the range of 27 colors, are included in a new illustrated brochure. The Vikan Tile Corporation, Washington, N. J.
- 105. Tylac Products.** "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, Ill.
- 107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.
- 109. CEDAR-LUX.** A new product for cedarizing closets is described in an illustrated color folder. CEDAR-LUX is pulverized aromatic cedar wood which is packaged in 5 and 10 lb. cans and 50 lb. drums. The user simply adds water and applies to inside of closets with paint brush or spray. Cedar-Lux Products Co., 703 Main St., Kansas City, Mo.
- 111. Ornamental Ironwork.** "Gateway to Lasting Beauty" is a new catalog showing the many patterns of TFC ornamental ironwork. Photographs of installations give ideas for various uses. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.
- 113. Thresholds.** Ten types of aluminum thresholds, available in any quantity. Aluminum weatherstrip to match. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner St., Memphis.

PRINTED HELPS

(From page 5)

Order this FREE LITERATURE by filling in coupon on page 11 of this S*B*S, then mail!

TWO MONEY-MAKERS Both Elastic!

33 GLAZING COMPOUND

FAR SUPERIOR to any putty, it pays to sell this E-L-A-S-T-I-C Compound for glazing BOTH wood and metal sash—new jobs or repairs. Unlike putty, Armstrong's "33" is weather-proof. Won't crack, crumble or chip off — won't dry out — ready for use any time. Easy to apply — less wastage — inexpensive! Contractors and home handymen prefer "33". Order from your jobber.



Rely-on CAULKING COMPOUND



Here is a top-quality GUN GRADE caulking compound that you can sell at very attractive price. Rely-on adheres to practically any surface — ideal for filling joints and cracks in any type construction. An inexpensive way to forestall costly repairs — reduce home upkeep. Says E-L-A-S-T-I-C; won't crack or crumble. Available in various colors. Outlasts other caulking compounds many times over. Place trial order with your jobber today!

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Association Directory

Associations serving Building Supply Dealers in
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Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Sam Levy, 12th at Breckinridge, Louisville 10, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

Building Material Merchants of Georgia—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CR Crescent 6455. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. B. Milstead, Houston, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan, Lancaster, Pa.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Paul Leonhard, Oklahoma City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clerk E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

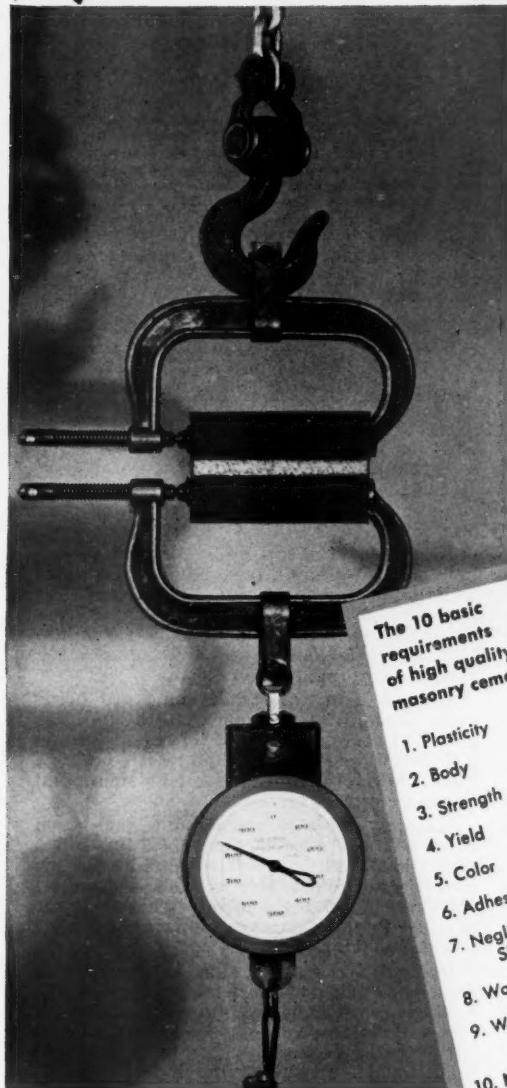
Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VICTor 2265-6. President: C. D. Burkholder, McPherson, Kan.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Charles Badger, Parkersburg.

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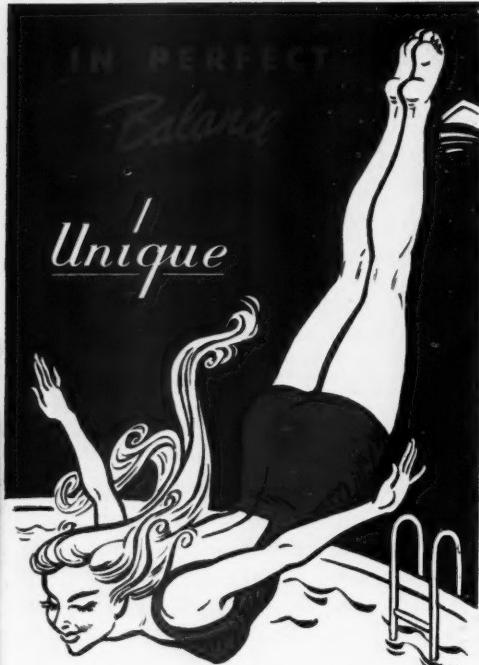


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One Dealer's OPINION

By L. F. Broderson

The author, L. F. Broderson, has been manager of the Long-Bell Lumber Company's Retail Finance Department since it was established two years ago to provide interim financing of construction. Before that he was manager of the Oklahoma City retail store, one of Long-Bell's largest. He has been with this line firm for 37 years.

TO SOME PEOPLE it may appear that Credit Regulation X and the shortage of mortgage money would just about write "finish" to a large part of the sales and profits of building material dealers. But it seems to us that to those aggressive, far-sighted concerns who will not let these problems give them the wrong approach, there is still a lot of good business to be had. Possibly not as large a volume, but certainly enough volume to sustain a profitable business operation.

The down-payments under Regulation X—both on FHA and VA loans—will restrict materially the housing market. Still there will be lots of houses built and sold under this regulation because FHA and VA loans are still to be had. The lenders are small in number, but they are still making some loans.

A good many mortgages now are being made on conventional loans and by building and loan companies. These, of course, are on a higher rate of interest than FHA and VA loans, therefore from the lender's standpoint are more attractive.

Congress recently passed new legislation extending the period until 1953 in which direct loans can be made to veterans for the purchase of homes. If a veteran can not get financing through the ordinary channels, we are sure that, with proper showing, he can get direct financing.

Dealers are going to have to use more direct approach to reach the prospects who have money to qualify under Regulation X, and will have to work out loan arrangements for them. There is still a good market left for houses, particularly among the veterans who can get direct financing. Every dealer ought to investigate this possibility in his own community.

As the market for new homes decreases, it becomes important to bring up to date the many existing properties of various ages that still are short many of the facilities and conveniences that people need and want. Here is a field in which financing is easy, and here lies a great opportunity for expanding sales.



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That's why Durolite $\frac{3}{4}$ " Plank is a fast-turnover item with good profits for dealers. But you have to see Durolite's eye-pleasing colors to really appreciate its sales possibilities. May we show you samples? See your wholesale distributor, or just drop us a card.

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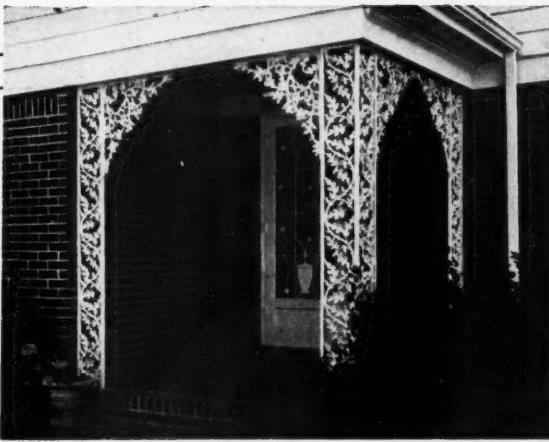


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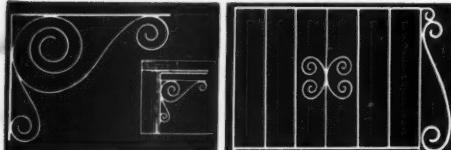
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NATIONAL BUSINESS PUBLICATIONS



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Your customers ought to know about GPX, Georgia-Pacific's revolutionary new plastic-faced plywood.

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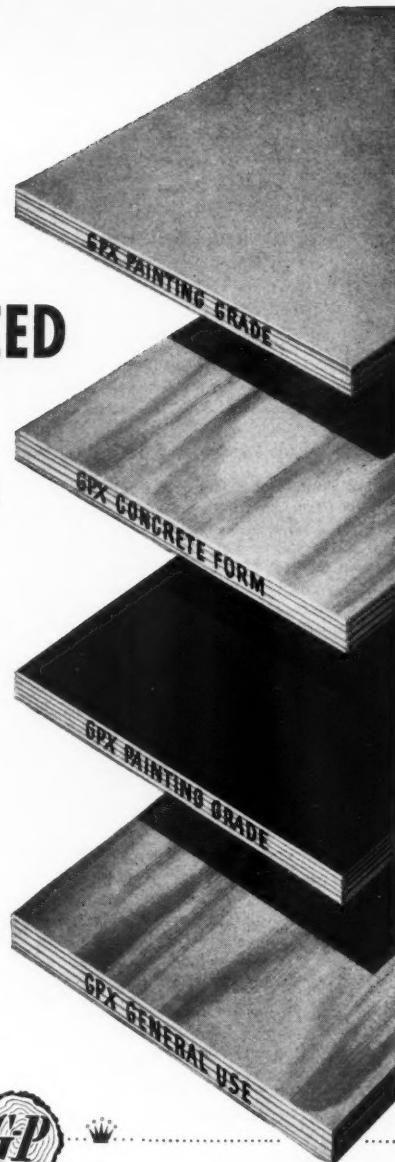
GPX is bonded, impregnated and surfaced with phenolic resin, making it amazingly hard, tough and durable, yet it retains the beauty and easy workability of wood. GPX comes in four grades:

- 1. GPX General Use**
- 2. GPX Painting Grade, White (interior)**
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- 4. GPX Concrete Form**

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the BALANCE SHEET

C.D.A. Opportunities and Obligations

DESIGNATION of certain localities across the nation as "Critical Defense Areas" by the inter-agency Committee on Critical Defense Areas of the Defense Production Administration is providing local building material dealers and builders exceptional business opportunities and civic obligations.

To relieve congestion in some communities as a result of the expanding defense production program, the Federal Government is taking special action to facilitate the private construction of necessary housing for both military personnel and defense workers. This action is relaxation of housing credit controls in the area.

Defense Mobilizer Charles E. Wilson assigned responsibility for designating critical defense areas to the DPA and the inter-agency committee was set up with Ralph R. Kaul as chairman. The committee includes representatives from the National Production Authority, Defense Department, Housing and Home Finance Agency, Labor Department, and Federal Security Agency.

Among the "Critical Defense Areas" that have been designated by the committee in the South are Valdosta, Ga.; Tullahoma, Tenn.; San Marcos, Tex.; Fort Leonard Wood, Mo.; Paducah, Ky., and the Savannah River Area, S. C.

Elsewhere in the nation, defense areas that have been designated as "critical" are Bremerton, Wash.; Camp Cooke, Camp Pendleton, Corona, and San Diego in California; Colorado Springs, Colo.; Idaho Falls, Arco and Blackfoot, Idaho, and Starlake, N. Y.

Although some of the areas carry the name of one city or military installation, the designated critical area usually includes a commuting territory that depends upon the location of the defense plants and installations. For example, Winchester, Manchester, and Shelbyville, Tenn., are included in the Tullahoma critical area.

Requests to the committee for "Critical Housing Area" designation must include evidence that defense projects and activities are having or will have a significant community impact, which would be relieved by relaxation of housing credit controls. A housing shortage in itself will not qualify a community for such designation; all participating government agencies must verify the need and approve such action.

When the committee certifies a defense

area critical for housing, it advises other agencies and recommends that no additional facilities, procurements, or military activities be located in the area if avoidable. The Housing and Home Finance Agency then makes specific determinations as to the housing needs and credit relaxations, with the concurrence of the Federal Reserve System. The HHFA through its components administers the program, giving close consideration to the conservation of critical metal materials and to the credit impact on the Federal anti-inflation program.

Under stipulated relaxed credit terms, the HHFA establishes specific numbers of housing units to be constructed for rentals or sales. Veterans using loans guaranteed by VA receive more favorable terms than non-vets who buy or build with PHA or private mortgage loans.

As stated above, the communities designated as "Critical Defense Areas" provide exceptional opportunities for dealers. Opportunities to furnish materials for—and in some cases to build—the needed housing units. And opportunities to take a more direct part in the nation's mobilization against communism.

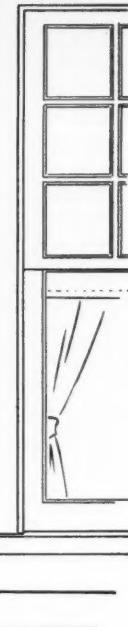
This situation also provides unusual obligations to dealers, builders, mortgage lending institutions, and other construction industry factors. Especially to those who have been lamenting the lack of "easy" mortgage money and continued "boomtime" building opportunities. The Federal Government is making it possible for private business to do this job of urgent building. We foresee serious repercussions wherever private enterprise does not succeed at this assignment; failure will open the door wider for the Public Housers and Socialists. But success will strengthen the bulwark of a healthy capitalistic system.

What Bob Brownlee, secretary of the Tennessee Building Material Association, has so wisely recommended to dealers in the Tullahoma area is good advice for dealers in every "Critical Defense Area." Brownlee wrote, in a recent association bulletin:

"It is our advice that building material dealers assume the task of furnishing this housing. The loans will probably cover the entire cost of construction and the actual building can be done through a corporation created for that specific purpose. This will insure the dealer being able to place the materials with his own supply firm."

**YOU JUST CAN'T BEAT
LEIGH
ORNAMENTAL SHUTTERS
FOR LOOKS, EASE OF INSTALLATION,
AND LOW COST**

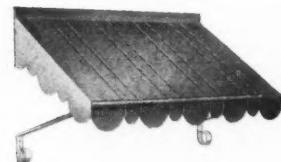
Leigh LOUVER SHUTTERS are of authentic colonial design. They are built of Aluminum for lifetime wear. No worries about rotting or falling apart. Installation is simple — four screws, one on each corner, hold them securely to the wall. A special green prime coat, applied at the factory, makes painting easy. Shutters are available in a wide range of sizes to fit all standard windows.



Leigh PANEL SHUTTERS are made of Double-protected Steel. They have a pleasing pine tree cut-out. Available in a wide range of sizes. Slightly lower in cost than the Louver Type.



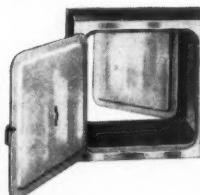
DOOR CANOPIES — A completely assembled unit. 48" and 54" widths. Three colors — Green, Blue or Tile Red. Two coats of baked enamel.



WINDOW AWNINGS — Permanent type completely assembled. Three sizes — 30", 36" and 42" widths. Three colors — Green, Blue or Tile Red.



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MILK & PACKAGE RECEIVERS — Made in two depths for Brick or Frame construction. Double door with heavy insulation.



GRILLE GUARDS — An attractive adjustable guard for screen doors or windows. Easy to install. Low in cost.



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'Extra Touch'

in this dealer's designs
 sells more **Bill of Goods**

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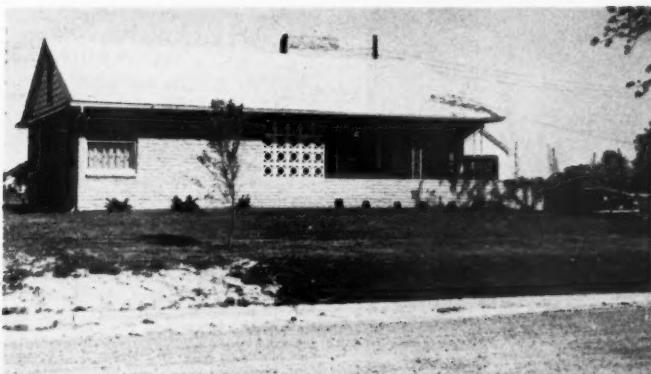
THE DIFFERENCE between getting the order for materials for a new residential or commercial building job—or for a modernization job—and not getting it, often is in the design which a dealer furnishes for the job. And often that design difference is merely the inclusion of an "extra touch" of distinctiveness through the unusual use of a material or a bit of building equipment.

Because he gives his designs for new homes, remodeled homes, new commercial structures and remodeled ones, such an "extra

touch," William Austin Nailling, Jr., co-owner of the Nailling Mill and Lumber Company in Union City, Tennessee, is in demand as a designer throughout northwest Tennessee and southwest Kentucky.

Men and women alike admire the novel uses that Nailling makes of building materials and accessories. With his fee for such design assistance only the order for the necessary bill of materials, families are delighted to give him the business. Especially since his firm handles only advertised

The basic plan for the home below is simple, but the use of materials by Designer Nailling makes it "quite different." The panel of concrete chimney flues, for example, that "hides" the front door. The wood battened end walls, topped by gables sided with waved cypress clapboard and in which are built wood louvers for attic ventilation and distinctiveness. At right is a handsome screen door and front entrance that dress up another simple home.

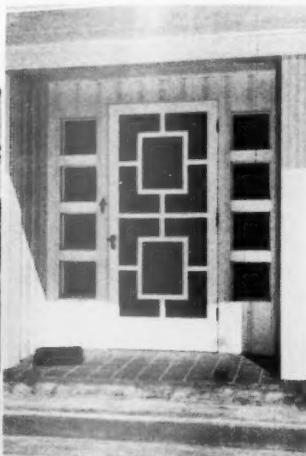


William Austin Nailling, Jr., who is noted in northwest Tennessee and southwestern Kentucky for the "extra touch" he adds to building designs, is seen above in his drafting room discussing with his sister, Mary Arden Nailling, plans for modernizing a home in Union City, Tenn. They are co-owners of the Nailling Mill and Lumber Company.

quality brands of building supplies.

Here's the way the Nailling Mill and Lumber Company appeals to its patrons on the back page of the quarterly "Popular Home" magazine bought from a manufacturer and sent to regular customers:

"We save you Time and Money



with quality materials for building and repair work. We offer a complete line of building materials at down-to-earth prices . . . framing, siding, millwork, sash and doors, insulation, wallboard, plywood, screens, fencing. Consult us on all your building and repair problems—free estimates gladly furnished."

Then follows this dealer's signature, including the listing of three national brand names, and the company trade-mark which is reproduced under the heading of this article. With the slogan, "Builders by Birth—Nailling," this emblem is used on the firm's tickets, statements, trucks, and display advertising.

Due to his success in planning light construction jobs, Will Austin Nailling, Jr., might well adopt a second slogan, "Designer of Distinction." Oddly, he never studied architectural design in a school for a day of his life, having left Castle Heights Academy to begin this building supply company with his sister, Mary Arden Nailling. Their father, a successful surgeon, in 1926 bought a bankrupt flour mill with which they incorporated a lumber business.

The trend quickly was away from the flour business and into a fuller line of building materials and planning service. Will Austin developed a strong interest in building design and a flair for drafting practical and appealing plans. Experience has proven that a good design and reliable estimates of the labor and material costs usually land the job. And the Nailings see to it that all materials and millwork are included at profitable retail prices.

(See "EXTRA TOUCH" page 60)



No, the modern restaurant, above, is not in south Florida; it's in Union City, Tenn., near the Kentucky line! Designer Nailling uses the combination square and circle chimney flue both in the front wall and on the cut-off wall at the driveway end, together with slump brick and other simple innovations, to make The Grill handsome. Most of the home below is 85 years old. Dealer Nailling was invited to design its remodeling. A wide, centered front porch with roof gable and dormer window were torn away.



How old is the building supply store below? Much older than most such firms are today, yet it is modern in arrangement, design, and effectiveness. Patrons easily select wallpaper patterns from the display sample books or rolls on the wall. The panel display in rear is for paint selections.

In U.S. so
ars. —
For Sherwin Williams Porch and Outside Paints—Call Nailling Mill & Lumber Co. 155 or 1305.

— **For Rent** —
For Complete Information on Building and Financing FHA and GI Houses—See Nailling Mill & Lumber Co.

— **Give something for the home!** —
See Nailling Mill & Lumber Co.

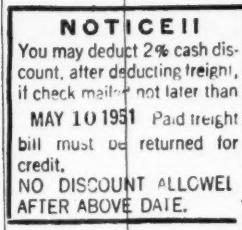
— **Those last-minute Christmas gifts can be found at Nailling Mill & Lumber Co.** —
so \$.00.

Every week-day the Union City Daily Messenger prints at least 12 "filler" ads like those shown above for the Nailling Mill and Lumber Company. Appearing alongside comics, baseball scores, spot news, editorials, and the big display ads of other firms, they usually are read.

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TERMS

2% 10th prox.



TERMS 2/10, 30 Days Net

For unfailing profit--

TAKE THE CASH DISCOUNT

By BARON CREAGER, Southwestern Editor

A VETERAN RETAILER recently remarked that in his estimation one of the most important functions of retail management is to take advantage of cash discounts.

"Why, there have been years when my cash discount was all the money I made," he added solemnly. "That's why I never miss a cash discount. Who can tell? Maybe this one will end up in one of those years."

He went on to point out that he found it necessary to watch personally the matter of taking cash discounts. It is necessary for him personally to supervise payment of statements, for he has found employees not too attentive in this matter.

The year 1951 is not likely to come to a close with the cash discounts taken representing the principal source of profit. But the dealer's comment indicates the importance of being in position to take advantage of the discount.

However, prevailing conditions have thinned the ranks of those in position to take cash discounts regularly.

Conversations with many dealers show there are three reasons for failure of retailers to take advantage of cash discounts:

1. They were not originally, and are not yet, sufficiently financed.

2. They have weakened their financial position through extremely heavy buying.

3. Carelessness and, in many cases, failure to realize how cash discounts will pyramid into substantial money within a year's time.

Current conditions have had little to do with the position of those in the first classification. But the same conditions have stimulated heavy buying by those in the second bracket. And the picture of heavy buying squares up in about this manner:

The plungers in the matter of inventory are, generally, the latecomers to the business. They have decided that if worst comes to worst, it is quite possible that their source of supply will dry up in favor of the more established competitor.

And they also concluded that, with a heavy inventory at previously current prices, they would be in position to turn a nice profit if scarcities became general.

The future of supply, however, does not look as bleak as it did; nor does the position of the extremely heavy buyer seem as attractive. Close observers of trends in Washington anticipate the possibility of a cessation in government stockpiling.

Quite possibly, of course, conditions could change overnight, enhancing the position of the heavy buyer. Meanwhile, the veteran dealer has operated on an even keel, fortifying his inventory, but preferring to take his chances in the long run—and taking his cash discount as he goes.

A good many retailers, like the one cited above, make it a practice to see to it personally that (See CASH DISCOUNT page 73)

You, too, can Save Money!

... if, like a great many of our customers, you will discount your bills under our terms of 2% 10 days — net 30 days. Here's an example of the actual dollar savings you get when you pay your bills within 10 days:

IF YOU BUY & PAY	YOU SAVE	SAVINGS IN A YEAR
\$250 every 10 days	at the rate of \$15.00 per mo.	\$180.00
500 " "	30.00 " "	360.00
1,000 " "	60.00 " "	720.00
3,000 " "	120.00 " "	1,440.00
5,000 " "	300.00 " "	3,600.00
10,000 " "	600.00 " "	7,200.00
15,000 " "	900.00 " "	10,800.00

You could probably borrow enough money at about 1/3 of 1% per month to permit discounting at 2% every ten days.

Collateral now "idle" could be working for you without loss of interest or dividends. See your banker.

U. S.-Mengel Plywoods, Inc., encloses a 3½x5½-inch card bearing the above thrifty thoughts and the firm signature with invoices mailed to each customer. It reminds patrons of the amount they can save, and prompts many to discount their bills. This keeps down the Accounts Receivable of the supplier.

Veteran Savannah Firm's Model Showroom



NEWEST contender for having the South's most integrated wholesale building supply plant—complete with modern showroom—is the Neal-Blun Company, 54-year-old enterprise in Savannah, Georgia.

Neal-Blun personnel on June

18 were hosts to dealer and contractor patrons, to local retail customers, and to some 50 representatives of building material manufacturers at the formal opening of their new offices, salesroom, warehouses, and millwork plant on Montgomery Street at

50th Street and A. C. L. Railroad. Local customers enthusiastically exclaimed they had seen nothing like it in the way of a building supply store. Veteran material suppliers from Dubuque, Iowa, to Jacksonville, Fla., admitted that "this is as fine a building material display as you'll find in a wholesale yard."

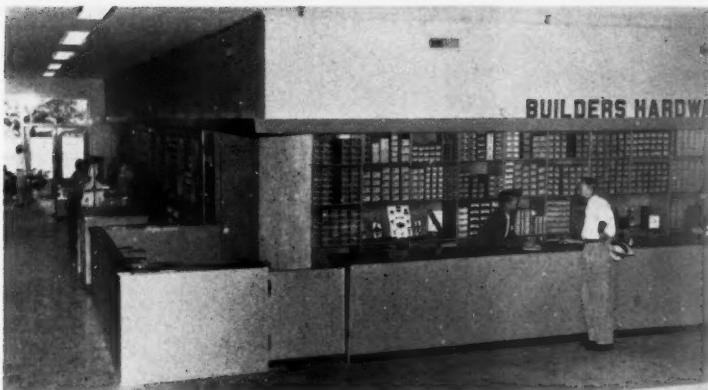
Located nearly two miles south of the former crowded, conventional Neal-Blun plant at 24 West Bay Street on the Savannah river bank, the new establishment is on Montgomery Street at the Atlantic Coast Line Railroad crossing. U. S. Highway 17 South runs along behind the plant on Whatley Avenue.

The whole layout is an exceptionally efficient, as well as convenient, integration of Neal-



The front of Neal-Blun's handsome new building material showroom in old Savannah, Ga., is seen at top of page. Key men in the firm are grouped above smiling over completion of the "integrated" plant. From left the men are H. B. Rockwell, paint department manager; A. C. Neff, president; Tom N. McCarthy, vice-president and sales manager, and Archie Long, hardware department manager. Winning customer attention at right are two of the built-in material displays—one of bath accessories; another of wallboards.





The showroom is an "L" around the corner of the main building. Across the front, seen at left in picture at left, are the paint displays and department. The paint storeroom is immediately behind the wall displays. So is the hardware storeroom for the modern hardware department. This picture was made from the office of Sales Manager McCarthy, which is paneled in knotty pine. The offices and store are air-conditioned, lighted with fluorescent fixtures, and protected by fire sprinkler system.

Blun's millwork plant, warehouses, offices, and showroom, A. C. Neff, who has been president of the firm since 1939, employed S. P. Bond, architect and ex-materials engineer, as designer of the layout and display-office annex to the existing three-story factory building.

Neff and Thomas N. McCarthy, vice-president and sales manager, passed on to Architect Bond their ideas for displays and arrangement, gleaned from a trip to new Florida building supply stores and others, and gleaned from SOUTHERN BUILDING SUPPLIES and other trade magazines.

The happy result of this consultation and coordination—as far as the showroom and offices go—is depicted on these pages.

(See MODEL SHOWROOM page 78)



Handiest and most appealing display in the new Neal-Blun store is the "Self Order Service" board shown above. The conference tables in front consist of a flush door mounted on a wood kitchen cabinet and leg, with plate-glass top! Displayed on the S.O.S. board are metal building accessories, 19 kinds or styles of wallboard, 29 samples of wood moldings, 6 types of hardwood flooring, and several wood specialties. In adjacent corner is the pine-paneled conference room for contractors.



Factory representatives of manufacturers whose building materials and equipment the Neal-Blun Company distributes were delighted with the ways this Georgia wholesaler had displayed them for easy selection. Above, Sales Manager McCarthy and Earl Alexander examine the "merry-go-round" of stock doors while F. E. Bissell, Jr., notes the sample Bilt-Well entrance frame. Public rest-rooms are behind these displays. At right, McCarthy



discusses asbestos siding with a customer. The eight display windows permit the showing and comparison of eight samples of roofing and siding at a time. Complete sets of Certain-teed and Johns-Manville samples are quickly accessible in closet at right. Lower foreground shows corner of Nu-Style kitchen cabinet installation. Roll roofing is displayed on low island fixture at left, in front of J-M insulation sample rack.

Klein's remodeled store MAKES SHOPPING EASIER



MOST of the products used in the recent modernization of his store were unknown when 95-year-old Paul Klein began his career in the lumber business. In fact, they were unknown when he bought his own business nearly 50 years ago.

The Paul Klein Lumber Company has been on the same corner in Iola, Kansas, since January 4, 1903.

Klein enjoys pointing to the two large plate-glass windows, seen in the remodeled building at the top of this page, that have been installed in the formerly windowless walls. Bought five years ago, they were recently installed.

Former office space was remodeled and converted into a modern sales room with lowered ceiling and fluorescent lighting.

Most of one side is now devoted to paint displays and to builders hardware—a new line for Klein.

A display rack for doors, seen in the lower left picture, is at the front of the store, with prices attached to the displayed doors. Door sales increased 40 per cent the first month after they were so prominently shown!

The back wall and new order counter—pictured at the lower right—are done in birch veneer plywood that show customers

what effects can be accomplished with this material. This order counter of modern shape has really attracted attention and boosted plywood sales. It is recessed toward the bot-

tom so the customer has room for his feet. The top is of laminated plastic, bound to the plywood by wide chromium trim.

Most of the showroom floor is covered with island displays. Floors are of asphalt tile. The ceilings are of light-colored ceiling tile.

For the rural town of Iola, the addition of modern restrooms in the store is a special attraction.

In the process of remodeling, Klein became the proud possessor of a private office, handsomely decorated in striated plywood—the first of its kind in this section of the state.

An automatic gas furnace was installed to heat the office and showroom with automatic circulating air.

Out of eight yards in Iola during Klein's early days in the business, his yard is the only one still functioning.



Any lumber dealer who wonders what Paul Klein's golf score runs after 50 years of practice is invited to find out personally on the course in Iola, Kansas! Klein is shown at practice and at his desk. The certificate on his desk was presented to him in 1938 for 50 years of continuous membership in the Southwestern Lumbermen's Association.



S*B*S SALUTES PAUL KLEIN

At 95 this patriarch of Kansas dealers drives to work daily, plays golf weekly

By L. H. HOUCK

S*B*S' CANDIDATE for the oldest active retail lumber dealer-golfer is 95-year-old Paul Klein, of Iola, Kansas. S*B*S also bets he's one of the oldest active fishermen and football fans in the country.

(And he can see better without glasses than this correspondent can with several assorted pairs!)

This distinguished former Kansas state senator's No. 1 hobby is golf. He has been playing the game for well over 50 years and still manages to sandwich a game or two in almost weekly among his many other activities, such as taking in all local football and basketball games and the biggest football games in Kansas and surrounding states.

He drives his car to work each morning and is at his desk before 9 o'clock. During the day he's as busy as any of the other person-

nel in talking to customers and "supplying service"—which is his term for selling.

Some of his customers represent the second and third generations of families who have always been Klein's customers. He says that this is because he gives them service, and his definition of service is "furnishing the ingredients of what each customer thinks is service."

This high-speed age is vastly different from that which prevailed when Paul Klein was born 95 years ago.

Klein was two years old when the railroad rails had just reached the eastern line of Missouri, and the Pony Express was the mail system of the day. The *Robert E. Lee* had just won its historic steamboat race from New Orleans with the *Natchez*. The Butterfield stage line was the only way to get to California unless you wanted to ride a ship around the Horn.

He was four years old when Lincoln was elected president the first time, and nine when Lincoln was assassinated. He was 10 when the telephone was invented, 12 when Remington's first typewriter appeared. He had been in the retail lumber business a long time when the electric light replaced the kerosene lamp.

He was big enough to earn and spend money before Congress ever thought about authorizing "In God We Trust" inscribed on coins.

Klein was born in Illinois near where East St. Louis now stands. He crossed the Mississippi on foot on ice before the famous Eads bridge became the first bridge to cross the mighty stream in that locality.

He bought his present Iola yard in 1903, after much experience in the lumber business in Colorado. He was one of three owners of the first three automobiles in Iola. The three cars were Overlands, and they got them wholesale because by buying them they got the agency. They don't remember selling any cars. Since that time,

(See PAUL KLEIN page 69)



**They're cultivating
the market for**

RESORT COTTAGES

By HELEN MATTHEWS

MANY SMART building material dealers are promoting cabins and resort cottages to make up for the slump in sales for new non-farm houses that has developed in many areas. For most cities today have some resort area nearby where even middle-income families can

afford a modest cottage for summer or week-end relaxation.

A group of Georgia dealers in the vicinity of Lake Allatoona are making plans to cash in on new market for these small cottages. This huge man-made lake and power plant, recently completed

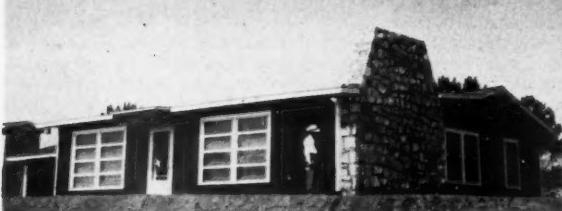
by the U. S. Corps of Engineers, will supply electricity to the Georgia Power Company.

Most of the land around Lake Allatoona—which is only 29 miles from

Atlanta—can be leased from the Federal Government. Many commercial sites and camps for clubs, churches, and similar groups already have been assigned. When camp sites are finally leased to private families and individuals, the market for building materials will be boosted considerably. Many people have bought camp sites from private individuals or development companies.

As soon as the government begins to assign private camp sites, one lumber dealer in Cartersville—a town near the lake—plans to mail invitations for prospects to visit his store and select materials for their cabins.

The Knight Mercantile Company
(See RESORT COTTAGES page 70)

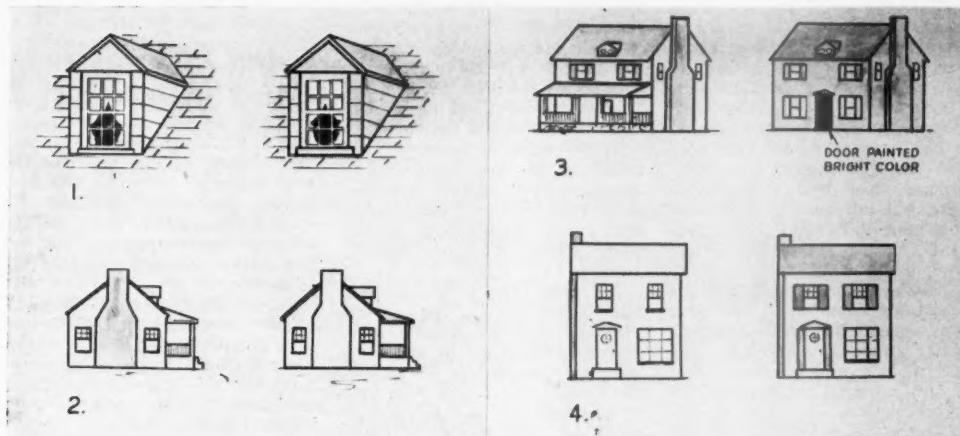


A customer is seen varnishing his kitchen cabinets that were made in the Acme Lumber Company's millwork shop of the same knotty pine paneling that lines the walls of his Lake Allatoona cottage. Similar paneling is used in the cottage next door, pictured above, which has a fireplace that extends across the entire side wall of the living room. Upper right, an Acme woodwork craftsman sands a picnic table that will be placed in Acworth Park to help advertise the Acme Lumber Company.



"PAINT STYLING"

gives NEW LIFE to OLD HOUSES!



"PAINT STYLING" can greatly enhance the value that a new coat of paint gives to your house. It is a technique which changes the appearance of the house by emphasizing its good features and minimizing the less attractive ones.

It is receiving more attention now than ever before as a means of giving old houses a more modern appearance alongside new houses of modernistic design.

The trend toward smaller one-story or story and a half homes makes many houses built 20 years or more ago look like relics of the Victorian era. To give these older homes a new and modern appearance, gables, dormers, odd-size windows, fretwork, porch railings, and trim are all features that can be modified by new techniques of styling.

Gables and dormers often throw the appearance of the house off balance. To keep them from cutting up the symmetry of the house, they should be painted the same color as the roof. (Note improvement in pictorial Comparison 1.)

If window sash are not as attractive as they should be and are too noticeable, they should be painted the same color as the body of the house. They will thus blend in with the background.

By A. D. DUNCAN, Vice-President, The Glidden Co.

A high or gaunt house may be streamlined by painting it to emphasize the horizontal dimensions rather than the vertical. This may be done by painting the vertical trim the same color as the body of the house. The roof should be painted a different color.

If the house is light, the roof should be painted a dark color. Horizontal lines can be further emphasized by placing shutters on second floor windows and painting them with the trim color. (Note pictorial Comparison 4.)

The house may have an outside chimney that appears too large in proportion to the size of the building. In that event the chimney may be painted the same color as the house to make it blend with the wall surfaces. This will streamline the appearance of the dwelling. (Note pictorial Comparison 2.)

A gray roof will permit the use of practically any color on the body of the house. This is because gray is a neutral color, and any other color goes well with it. A house with such a roof should feature color on its other architectural components.

If the roof and the body of the

house are both gray, a white trim will liven its appearance. A striking effect can be obtained by painting the front door in some brilliant color, such as blue, red, or green. If there are shutters, the color may be repeated on them. (Note pictorial Comparison 3.)

In metropolitan areas where there is constant exposure to soot from coal furnaces, it is practical and interesting to use darker colors for the body of the house. (Comparison 3.) Bright trim colors will also add interest.

Suggested combinations would include dark green, dark red, or dark gray with white or pastel trim. A house in a smoky neighborhood need not be drab.

The principal consideration in choosing a color is to bear in mind that the color helps direct the eye to the features that should be stressed.

"Paint styling" is based upon a vast amount of experience gained by the paint industry, dealers, and painters themselves. Dealers in paints can increase their sales—and their customer's satisfaction—by studying trends in "paint styling" and recommending them to home property owners.

BASEBALL GAMES

advertise these two firms

"THEY'RE a cocky bunch of little cusses, but we're proud of them!"

That's the way John Armstrong—and all personnel of the Armstrong Brothers Lumber Company—feel about the junior baseball team the company sponsors.

San Angelo, Texas, has eight such junior teams of boys ranging in age from 11 to 16. Last year was the first season that Armstrong's firm had sponsored a team, but he picked a good one! They won the League No. 2 pennant for boys in the 11-13 age group.

The boys wear T-shirts with the Armstrong name on it. The company also furnishes catcher's mitts, masks, protectors, leg guards, bats, and baseballs. Most of this material is re-usable for several seasons.

"It cost us \$114.49 to sponsor this team the first season," Armstrong commented, "but it should cost only about \$60 next season." Directors and coaches are furnished by the city.

John Armstrong, kneeling at lower left in the picture below, gives his company-sponsored team a brief pep talk during practice. At right is the advertising scoreboard of the Seth Lumber Company in Lincolnton, N. C.



Them." At the bottom of the sign in large letters are the words: "Your Only Real Security—A Home of Your Own."

"It is one spot in town we know many persons are going to look frequently!" exclaimed Gordon Goodson, manager of the Seth Lumber Company.

Using Patrons to Pep Up Drivers

"MAY WE Have One Moment of Your Time?" asks a card sent to each customer after he has received a load of coal. The card invites the customer to comment on the good and bad points of the delivery right after the coal goes into the bin.

Retail Manager John S. Hatfield, of the Hatfield-Campbell Creek Coal Company in Cincinnati, Ohio, believes that his firm's delivery motto—"Clean, Careful, and Courteous"—isn't true unless the customer is convinced it is.

And so customers are being called upon to help with the company's driver training program by offering suggestions and comments on post cards.

Imprinted on the card is this statement, which is an important key to the success of the entire program: "Customer Comments are Posted on Our Drivers' Bulletin Board."

Eager to have a good comment by their names on the bulletin board where everyone sees it, drivers go out of their way to be polite and helpful. This card system also strengthens customer-dealer relationships and encourages the fair-play instinct of the satisfied customer to see that a "Clean, Careful, Courteous" driver gets commendation he has earned.

The customers' comments are typed on a sheet of paper by the name of the driver who made the delivery. The sheet is then enlarged photostatically for easy reading and posted for all to examine. Every Monday morning, when the new sheet is posted, the drivers crowd around the bulletin board to see whose names are on it.

"There is considerable kidding among drivers," Hatfield asserts, "particularly directed toward those whose names have not been posted. We have learned of several instances where drivers have asked customers to be sure to

(See DRIVER TRAINING page 71)

What Good PUBLIC RELATIONS Will Do For You!

Editor's Note

As a service to the members of its federated state and regional associations of building material dealers, the National Retail Lumber Dealers Association, Washington, D. C., has published a "Public Relations Guide for Retail Lumber Dealers." SOUTHERN BUILDING SUPPLIES is happy to reprint it serially for the information of all dealers in the South and Southwest, with permission of NRLDA. This is the first installment.

BUSINESSMEN large and small—retail lumber dealers and others—face a tremendous new challenge. The way they meet that challenge will have a profound effect on the future economic life of this country and on the future welfare of their own individual businesses.

This challenge arises from the efforts of certain individuals and groups to undermine public confidence in private business—to create distrust of private enterprise.

Those efforts to discredit private business in the public mind are spearheaded by misguided but persuasive men in Washington and elsewhere who mistakenly believe or pretend to believe that the public interest will be better served if private enterprise is regulated, restricted, and in some instances replaced entirely by government action.

To accomplish that aim, these men knew that they first had to destroy public confidence in private business. It must be evident

to everyone that they have made great headway.

And one reason why they have been so successful was that too many businessmen—to many retail lumber dealers—did not sense what was happening and made no effort to counteract the persistent efforts of the men who were seeking to give them a bad name with the public.

Fortunately, there is time to offset this anti-business campaign. And the first step in doing so is to take the offensive. Public distrust of business must be removed.

In other words, the retail lumber dealer and businessmen in general must undertake—individually and collectively—the task of rebuilding public confidence in their own businesses and in their industries.

In doing so, private business must see to it that the public has a full appreciation of the reasons why private enterprise and the retail distribution system must be preserved and the reasons why governmental strangulation of business will mean the end of the American way of life.

Accomplishing these purposes is not a job which can be completed in a few days or weeks. It will require months and years of steady, intelligent, persuasive public education. It means doing everything we can to improve our Public Relations.

The purpose of this guide is to explain how you and every other retail lumber dealer can go about the job of improving your own Public Relations in your own community, with the knowledge, of course, that the collective efforts of each individual dealer will at the same time improve and strengthen the Public Relations of our industry as a whole.

Let's take the offensive! Let's start now—all of us—to build up a



better public understanding and appreciation of the vital services which the retail lumber business performs for the public and a better public acceptance of our viewpoints on matters important to our businesses.

Let's remove the suspicion and confusion and misunderstanding which have been placed in the public mind by those who seek to submerge and destroy private enterprise.

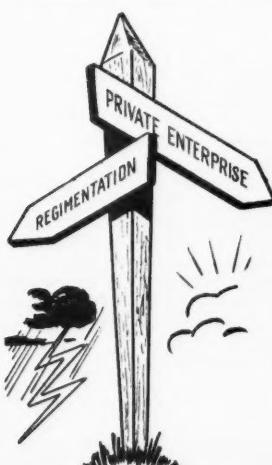
This guide tells us how to go about this most urgent job. Your National will send you specific tools to use. When you have read this guide carefully, we believe you will want to use them, just as a matter of good business—and good Public Relations.

GOOD PUBLIC RELATIONS will directly benefit your business in several ways:

1. Your business and your industry will gain greater public support because the public will have a better understanding and appreciation of the important part you play in the welfare of the community. Unfair criticism of your business and your industry will gain less public acceptance when you enjoy good Public Relations.

2. You will protect your business and your industry from excessive taxation, governmental regulation, and unfair competition by convincing the public that your business is a community asset which must be preserved and protected.

3. You will attract new customers, get more business from your (See PUBLIC RELATIONS page 58)



CLEANLINESS • COURTESY • COOPERATION

the "3 C's" behind this \$3 million business



President Boyd H. Farinholt believes that the neat, clean appearance of his company's store in Annapolis, Md., is one of its best drawing cards. "Its neatness implies efficiency and progress," he asserts. At left is seen a second showroom of the J. F. Johnson Lumber Company, located along a railroad siding.

By B. MILLER

A BRIGHT spot on the highway between Washington and Baltimore—the J. F. Johnson Lumber Company's handsome plant in Annapolis, Maryland—got that way on a policy of "three C's," according to President Boyd H. Farinholt.

These three C's are *cooperation*, *courtesy*, and *cleanliness* of yard and equipment. Johnson says they are responsible for his company's three-million-dollar business last year.

"Customers are more naturally attracted to a neat, clean place of business," Farinholt asserted. "The best promotion a lumber and building supply company can have is the appearance of its yard and trucks."

The company maintains its own service garage manned by one mechanic who keeps all equipment in excellent repair. When there is nothing to do in the shop, the mechanic turns painter and keeps the lumber sheds in perfect condition.

The 11-acre yard with its trim white frame office and sales building is enhanced by evergreens. It presents a pleasant and striking relief set back from the highway some 100 feet, inviting traffic into its spacious yard. This building

also holds the hardware, door, and sash stock.

Another sales room is along the railroad siding. Insulation and other light building materials are kept in this building.

"Our equipment, yards, and buildings are kept clean and neat by the wholehearted cooperation we get from our staff of 140 employees," declared Farinholt.

Every employee willingly fills in a gap where circumstances make it necessary. The cleanliness of the whole yard and all buildings are made the responsibility of everyone. In a shortage of yardmen, truck drivers will unload. When there is a slack in the mill, these men put away molding.

In case a salesman is ill, secretaries will get behind the counter to help customers. Farinholt's son, who usually works on the bills and checks costs against sales figures, thinks nothing of hopping a truck to see that a load of materials gets delivered on time.

"In other words," Farinholt asserts, "we are all trained to pitch in to run the organization as smoothly as possible."

Situated between the two metropolitan centers of Baltimore and Washington with plenty of competition, the J. F. Johnson Lumber Company has more than held its own with contractors, builders, and home-owners.

"We never question a customer's statement," said Farinholt. "If a customer walks in here after we have delivered his materials and tells us that he lacked a dozen 2x4's, we get them from the bin and hand them to him—with apologies. We don't start checking back the figures. We take his word for it."

Well stocked with materials for complete homebuilding jobs, the J. F. Johnson Lumber Company offers the services of an architect to help plan remodeling, repair, or new jobs. This architect also helps any home-owner who may want to do his own labor and has only a rough idea of what he wants. The architect makes sketches, makes suggestions, helps clear up problems, and is available for advice throughout the building of the project.

One reason Farinholt gets such cooperation from his employees is that he is constantly concerned about their welfare and does something to show it.

The firm offers insurance plans, retirement funds, and gives Christmas bonuses each year.

It pays half of the hospital and medical insurance.

It makes the retirement-fund payment for any employee who has been with the J. F. Johnson Lumber Company five or more years.

MATERIALS CONTROL. On July 1 the National Production Authority put into effect the Controlled Materials Plan. It replaces the simpler single-band priority system of allocating basic metals—steel, copper, and aluminum. Its purpose is to permit NPA to allocate these metals, schedule production on an orderly basis, and attempt to balance demand with supply.

When the CMP went into effect, NPA reported that unrestricted demand for steel, aluminum, and copper was 35 per cent more than the supply—and still increasing.

CMP Regulation 6, issued by NPA on June 21, cleared the way for the construction industry to be governed by the Controlled Materials Plan. Under this regulation, owners and builders may elect to obtain construction materials under CMP procedures but they are not required to do so unless their total quarterly requirements of Class A controlled materials exceed the following amounts:

1. For industrial plants, factories, or facilities permitted by NPA Construction Order M-4—25 tons of steel, or 2,500 pounds of copper, or 500 pounds of aluminum.

2. For any other construction (including homes) permitted by NPA Order M-4—2 tons of steel, or 500 pounds of copper, or 100 pounds of aluminum.

in Behalf of DEFENSE

★ Top-level military construction authorities are committed to a policy of considering only initial costs in building for defense, according to the **Structural Clay Products Institute**. To advance the idea that maintenance costs are equally important, the institute has released "Battlefield," an attractive two-color illustrated booklet. Copies available from SCPI at 1520 18th Street N. W., Washington 6, D. C.

★ The Chapman Chemical Company has signed two defense contracts totaling about \$8,000 to make pentachlorophenol wood preservative. This preservative will go to the Mallory Air Force Depot, Memphis, Tenn., and Oakland Army Air Base, Oakland, Calif.

★ The chemical division of the **Borden Company**, 350 Madison Ave., New York, N. Y., has compiled a list of manufacturers with facilities for making wood products for military use. It was designed to serve contractors of defense orders and the industry in general.

CONTROLS that may affect Your Business

Under CMP Regulation 6, a prime contractor must use **Form CMP-4C** to apply to the proper government claimant agency for authorization to commence construction and/or for an allotment of controlled materials.

A prime contractor who has already received authorization under M-4 to commence construction, or who is to undertake a type of construction for which no authorization is required, may apply for an allotment of controlled materials on Form CMP-4C.

When a construction schedule has been authorized, the prime contractor will receive an allotment of controlled materials. He in turn will authorize construction schedules for his sub-contractors and make the necessary allotments from his own.

An instruction sheet for filling in CMP-4C is available from government claimant agencies. Supplementary instructions are supplied for applicants for health facility and education construction projects.

CMP Regulation 4 governs the deliveries of controlled materials by distributors. A CMP "Question and Answer" booklet emphasizes the fact that "any person who has had an established practice of maintaining an inventory of controlled materials, such as nails, wire, etc., is considered a distributor for these products under CMP Regulation 4, and is governed by its provisions."

NPA Regulation 4, covering maintenance, repair, and operating supplies, is to be withdrawn and succeeded by **CMP Regulation 5**. The latter will provide an MRO allotment symbol for the procurement of products and materials other than controlled materials to be used for these purposes."

RESIDENTIAL CONSTRUCTION. HHFA Administrator Foley has advised the public how and where to apply for permission to build residential and related construction for which authorization is re-

quired under NPA Order M-4. The classes are:

FHA-insured construction of a multi-unit residential structure of more than three stories—nearest FHA office.

Conventionally-financed similar residential structures—Director, Defense Liaison Staff, HHFQ, Washington, D. C.

Public construction of similar residential structure—appropriate field office of Public Housing Administration.

College or educational similar housing structure—HHFA regional office.

Luxury housing—Director, Defense Liaison Staff, HHFA, Washington, D. C. (NPA revised its Construction Order M-4 on July 5 to change the definition of "luxury housing" from a home costing over \$35,000 to one that has more than 2,500 square feet of enclosed, finished, habitable space.)

NPA Form NPAF-24 is required in all instances.

DEFENSE HOUSING. Freeport, Texas, has been designated as a critical defense area so that credit controls are relaxed to stimulate building of 600 dwelling units. (See editorial page 21.)

PRICE CONTROL. The Office of Price Stabilization last month set up a Distribution Division to handle price controls in the fields of non-food retailing and wholesaling of consumer goods. OPS Director DiSalle also appointed an overall Retail Industry Advisory Committee.

Depending upon their merchandise lines and services, building material dealers may have their prices regulated by the original General Ceiling Price Regulation, Supplementary Regulation 29 to GCPR, Ceiling Price Regulation 7 which was amended June 18 to clarify the use of Pricing Rule 4, and Ceiling Price Regulation 34 for Service Trades. The latter covers repairs and rentals on household appliances, tools, machines.



WASHINGTON NEWS

THE HOPE of peace resulting from the impending "cease-fire" in the Korean war has stalemated the legislative machinery of Congress and created considerable uncertainty concerning the necessity of emergency controls, extra taxes, the amounts of federal appropriations, and new export-import rules.

However, our national leaders generally are alerted to avoid the appeasement-type of peace that would help the Communist plan for world domination. It appears that a satisfactory treaty with the Communist Chinese will require months of negotiation by the United Nations.

Thus, UN forces will remain on guard in the Far East for a long time. Korean peace can slow down the intensity of the American mobilization program but its cost and manpower pattern will remain large.

A \$60-\$65 billion national budget will be required to maintain a 3.5 million man military force and carry on established federal domestic activities. This should keep the shock of peace from being too drastic on the national economy, and permit stabilization of prices and supplies.

WITH TRUCE the tax increases should be somewhat less than those passed by the House of Representatives, and the federal budget should be pared more sharply, though allotments for European aid might eat of some of the savings elsewhere.

The size of the government payroll is cause of alarm by some members of Congress as well as businessmen and other taxpayers. In April, the Census Bureau reported, federal, state, and local government workers totaled 6,677,000, with paychecks totaling \$1,645,000,000. Outside of defense agencies, the federal payroll climbed from 1,135,000 in 1945 to 1,250,000 this spring.

PUBLIC HEARINGS will be

held by the Wage-Hour Division on July 25 on the exemption of the retail lumber and building material dealer from the minimum wage and other provisions of the law. NRLDA is to present the case for the industry.

RELAXATION of Credit Regulation X on home sales under \$12,000 to war veterans was predicted June 27 by W. P. Atkinson, president of the National Association of Home Builders. He said he found some Congressional leaders disturbed over the restrictive effect of credit curbs on sales to lower- and middle-income families. A flat down-payment of 6 per cent on GI home sales is anticipated as a substitute to the present large cash down-payments.

The NAHB Emergency Committee went on record here as recommending to the National Product-

tion Authority to defer putting homebuilding under its Controlled Materials Plan until channeling of materials to builders becomes necessary. The committee said that only spot shortages of materials exist now.

THE U. S. DEPARTMENT of Labor reports that new homes started in six metropolitan areas during the first quarter are larger, have added housing features, and cost substantially more to build than those begun during the last half of '49 or middle of '50.

About 60 per cent of the houses started this first quarter had 1,000 or more square feet of floor area. The added space in many cases was devoted to an extra bathroom.

THE HOUSING and Home Finance Agency announced June 29 that it would accept no more applications after June 30 for interest-free planning funds under the second advance planning program for non-federal public works. Administrator Foley explained that the decision was in line with the President's budget program.

Advances under the program had been already approved for planning assistance totaling some \$23,790,180 for more than 1,200 public works projects, principally sanitation works and schools, to cost an estimated \$927,727,157.

French to Study U. S. Housing Methods

FRANCE'S building industry, unable to meet even the minimum housing needs of the country, is enlisting the aid of American know-how in an effort to speed construction of low-cost housing.

Through the technical assistance program of the Economic Cooperation Administration, France is sending 10 teams of building industry and trade specialists to make a comprehensive study of United States building techniques and equipment.

The French teams—about 50 building men ranging from architects to plumbers—will each spend four to six weeks in this country studying American methods in the respective trades represented. A general building construction team of 11 men and a team of 13 architects and engineers already have arrived in the United States.

Other teams to arrive between now and November will study financing legislation and town

planning; plumbing and heating foundations, main walls, and material-lifting equipment; new materials and pre-fabrication; carpentry; metallic construction; interior finishing, and research.

The urgency of France's housing problem is indicated by French government statistics which show that more than 3,000,000 housing units are needed immediately, and that 240,000 units a year will be needed for the next 40 years.

Under the present rate of construction, even minimum requirements are not being met. Working with a labor force of 700,000, French builders completed only 67,000 dwellings in 1950. Building material prices and general construction costs have risen enormously. More efficient and streamlined methods are needed to reduce building costs so that proper housing may be provided for low and middle income groups.

NEWS of the MONTH

1952 Construction Volume Estimated

The Chamber of Commerce of the United States has received from Director of Defense Mobilization Charles E. Wilson a prediction that the total physical volume of 1952 new construction probably will run about 80 per cent of the 1950 level.

Through Ralph Walker, chairman of its subcommittee on mobilization construction, and formerly president of the American Institute of Architects, the Chamber requested the estimate from Wilson.

The construction industry is eager for some indication of possible permissible future construction volume so as to proceed with some confidence in its planning, Walker explained. Definite information was needed to prepare necessary specifications, arrange financing, start on site work and engage in other preliminaries necessary to building. Such preparations require from six to twelve months.

His 80-per-cent figure, Wilson pointed out, covers all types of construction. In some categories, such as public industrial and military, the estimate is for a volume far above what it was in 1950. In others, such as housing, it should be well below 1950 but not lower than 1951. Wilson's letter reads:

"As you probably know, we are now engaged in a broad-scale attempt to develop programs for the next year or two. While this work is far from completion, it is far enough along to allow a judgment that, after allowing for the increase in military and defense construction, and for the volume of essential civilian construction, the total volume in all categories in 1952 may approximate in physical terms about 80 per cent of the volume of construction performed in 1950. In some categories, of course, as utilities, the volume may not be far from what it was in 1950. In others, such as



NEW BADGER BOSS

A. T. Seaver, above, is the new president and general manager of the Badger Lumber Company. This 77-year-old line firm now operates 14 yards—eight in the Kansas City metropolitan area and six others in Kansas. Seaver joined the Badger company in 1946 after resigning as an official of the United Aircraft Corporation. He succeeded P. M. Beach, now chairman of the board.

public industrial and military, it will be far above what it was in 1950, and in still others such as housing, it should be below 1950 but not below 1951 levels.

"I believe there are real possibilities for making sizable cuts in the volume of critical materials used in construction. To the extent that cuts are made in the use of critical materials per unit of construction, it should be possible to permit increases in the volume of construction.

"We have already taken vigorous steps to reduce material usage on government jobs. It is up to industry to do the same for private construction. I am glad you have been emphasizing this in your own work."

Research Contracts Renewed by ASHVE

The American Society of Heating and Ventilating Engineers has renewed cooperative research contracts at seven institutions for the period July 1, 1951, to June 30, 1952. The contracts are as follows:

1. College of Medicine, University of Illinois—Physiological reactions of physically impaired persons to changes in environment.
2. Case Institute of Technology—Air flow from ceiling outlets.
3. Kansas State College—The downblow of heated and cooled air-streams.
4. University of Minnesota—Solar energy as a potential heat source for the heat pump.
5. University of Florida—Air entrainment in hot-water heating systems.
6. Michigan State College—Friction in rectangular off-take fittings.
7. Cornell University—Studies of the sol-air thermometer and the sol-air temperature concept.

The action was taken on the recommendation of the Committee on Research at its spring meeting at the ASHVE Research Laboratory in Cleveland.

Emergency Code Ordinance Drafted

A model emergency ordinance to set minimum standards of construction which may be adopted by local government subdivisions is being prepared by committees of the Building Officials Conference of America, Inc., the Pacific Coast Building Officials Conference, and the Southern Building Code Congress.

Preparation of the new ordinance, to apply only during the present defense period, was authorized at the recent joint BOCA and Building Officials Foundation convention in Toronto, Canada. Copies of the ordinance

will be distributed to active members of BOCA and BOF, to local building officials, the Office of Defense Mobilization, and to other federal, state and local agencies concerned with building regulations and allied ordinances.

BOCA officers elected at the convention were: Joseph P. Wolff, president, commissioner, Department of Buildings and Safety Engineering, Detroit, Mich.; Arthur J. Benline, first vice-president, superintendent, Department of Housing and Buildings, New York; William G. Wharton, second vice-president, Commissioner of Buildings, Richmond, Va.; Bert J. Westover, secretary, director of Administrative Building Council of Indiana, Indianapolis; and Arthur N. Rutherford, treasurer, building inspector, West Hartford, Conn.

The new officers of BOF are: William Gillett, chairman of the board of governors, vice-president, Detroit Steel Products Co., Detroit; Albert H. Baum, vice-chairman, building commissioner, St. Louis, Mo.; James J. Dunne, treasurer, vice-president of the U. S. Flywood Corporation; and Harold Perrine, secretary, Owens-Corning Fiberglas Corporation engineer.

Members of BOF's board of governors include M. H. Baker, president, National Gypsum Co.; Harold Boeschenstein, president, Owens-Corning Fiberglas Corp.; Henry Bohnsack, president, International Steel Co.; F. M. Hauserman, president, E. F. Hauserman Co.; Roy A. Hunt, president, Aluminum Co., of America; W. O. Lippman, vice-president, Westinghouse Electric Corp.

Paul Japp, general sales manager, Pittsburgh Corning Corp.; Clifford J. Backstrand, vice-president, Armstrong Cork Co.; Harold R. Berlin, vice-president, Johns-Manville Sales Corp.; Joseph H. Carter, president, Pittsburgh Steel Co.; Robert W. Gastmeyer, H. H. Robertson Co.; and John Weinhart, John Weinhart, Inc.

ASA Honors Yeager

Lloyd H. Yeager received a certificate of service in recognition of his work in development of American Standards. The certificate was presented by the American Product Standards Association at a recent ceremony in New York City.

Yeager is general manager of the Gypsum Association, Chicago, Ill.



Supplies House 'Plan of the Month'

A new idea in sales promotion of homes is now available from the architectural branch of the famous lumber-dealing Everitt family. It is Architect Robert S. Everitt's new "House of the Month" Club.

Bob Everitt is the brother of Leslie G. Everitt, vice-president in charge of retail operations for the Long-Bell Lumber Company, and John F. Everitt, retail department assistant manager of Long-Bell, with Enid, Okla., headquarters. All three men are the sons of the late "Bud" Everitt, long-time head of Long-Bell retail operations.

The sales equipment, available to dealers and other factors in the promotion of homebuilding, consists of the 18x24-inch easel portfolio for over-the-counter or under-arm selling; a pocket sheet of same size containing a stack of folders of attractive house designs, and a choice selection from Best House Plans that includes an artist's color rendering of the subject house, landscaping, furniture arrangements; complete set of blueprints with filled out FHA-VA specifications, material list, and construction details.

Purchasers of the service can join the House of the Month Club and receive either one or two new house designs for each month. Architect Everitt explains that "these monthly plans are not only educational in providing the latest homebuilding trends, but they furnish fresh ideas for maintaining high sales enthusiasm. Membership also includes free planning advice on either individual or group housing projects."

All 200 of the Best House Plans are said to be designed to conform to FHA standards except for minor local variations.

Owens-Corning Joins Research Program

The Owens-Corning Fiberglas Corporation has become a co-sponsor of the Housing Research Foundation of the Southwest Research Institute, according to C. W. Smith, director of the foundation. The other sponsors are Revere Copper and Brass, Incorporated, and the Crane Company.

The Housing Research Foundation has been responsible for upgrading housebuilding standards in several thousand new American homes during the past three years through its Certified Quality House program.

The foundation conducts technological research in its laboratory at San Antonio, Tex., and then translates the findings into value-packed houses bought by the public at moderate prices. The foundation cooperates with merchant builders and encourages them to work with architects in building new performance, economy, and maximum livability into their housing product.

Regarding the views of Owens-Corning on the research affiliation, President Harold Boeschenstein said:

"The Fiberglas Corporation enters into this program of assisting in improving the quality of American homes in the belief that, while a great deal already has been accomplished through the ingenuity and enterprise of architects and builders, progress generally has lagged behind developments in manufactured products."

"There is still wide room for improvement in housing, and there is no field of greater importance to the American standard of living. It provides a continuing challenge to research, untrammeled by pre-conceived answers and seeking improvements without over-emphasis on traditional methods or materials."

Free Radio Scripts on Painting for Dealers

"Dinner is served, my love!"

That is the title of the 169th "Here's How to make homes more livable and lovable" radio script available from the National Paint, Varnish and Lacquer Association to radio stations, paint dealers, and others interested in promoting the sale of paint products. These

scripts are printed in attractively illustrated 5½x8½-inch booklets for easy use and filing.

The 169th script is full of tips on decorating dinettes in modern homes and apartments. Each script describes some popular job of painting, decoration, or use of painting supplies and equipment.

The Here's How radio series is written by Miss Lenore Kent, author of "Paint Power." Each 15-minute presentation in the series is designed to be "gay, interesting, and thoroughly practical."

It passes beneath the eagle eyes of the trade association's Scientific Section to assure technical correctness. The series plays no favorites and never mentions a specific paint brush or manufacturer. The user of the scripts can do this through spot announcements at the beginning, end, or during each broadcast.

For the booklet form of these powerful paint promotional radio messages, or the handy mimeographed edition, write to Miss Lenore Kent, National Paint, Varnish and Lacquer Association, 1500 Rhode Island Avenue, N. W., Washington 5, D. C.

Sets Fire Ratings for Asbestos Walls

Fire-endurance limits for wood-framed walls and partitions with asbestos-cement facings have been established through fire tests at the National Bureau of Standards, U. S. Department of Commerce, Washington, D. C. The report is as follows:

"The tests of partitions sheathed with gypsum boards over which 3/16-inch asbestos-cement sheets were applied gave the best results in this series. Such construction with 3/8-inch gypsum board gave a fire-resistance rating of one hour, and withstood the hose-stream test after 45 minutes of fire exposure.

"Similarly, a partition with 1/2-inch gypsum-board sheathing, and faced with 3/16-inch asbestos-cement sheets, provided a rating of 1 1/4 hours as a load-bearing wall, or 1 1/2 hours as a nonload-bearing wall.

"The partitions with facings of asbestos-cement sheets over gypsum-board sheathing had somewhat greater fire resistance, as determined from limiting rise of temperature on the unexposed face, than partitions with gypsum lath and plaster facings of ap-

proximately the same thickness, whose fire resistance had been previously established.

"As an example, a section of a partition made with 3/16-inch asbestos-cement sheets over 1/2-inch gypsum board did not reach a limiting rise of temperature in a fire exposure of 1 hour 30 minutes. Partitions with plaster facings over several types of gypsum lath, and having a total lath and plaster thickness of 7/8-inch on each side, attained limiting temperature rise in times ranging from 47 minutes to 1 hour 29 minutes.

"The performance of the combination of asbestos-cement sheets as an outer protective covering on gypsum board gives a considerably better fire-resistance rating than the sum of the components alone. The good performance of this combination arises from the high structural and fire-resistant characteristics of the asbestos-cement sheets and the insulating properties of the gypsum boards. Such construction may be expected to demonstrate fire resistance superior to that of gypsum lath and plaster of equal or even somewhat greater thickness.

"Dry-wall construction of the above type may be added to already existing walls, as in schools, to provide satisfactory fire resistance, without the inconven-

Ludman Firm Celebrates Fifteenth Anniversary

More than 700 employees and guests of the Ludman Corporation gathered at the Copa City theater-restaurant in Miami Beach, Fla., May 25, to celebrate the company's 15 years of successful manufacturing and merchandising of Auto-Lok aluminum awning windows and Windo-Tite glass louvered windows and doors.

Now employing over 300 people with distribution in 45 of the 48 states and in foreign countries, the company has overcome geographical disadvantages of its Florida location and has mass-produced a precision product.

Max Hoffman, company president, announced plans to add offices in strategic locations.

iences attending the use of plaster.

"Mineral-wool fills made decided improvement in the fire resistance of some walls and constructions, particularly with reference to heat transmission. However, construction difficulties, such as the inability to protect properly the edges of the studs, indicate that as a practical matter the mineral-wool batts can not be relied on to give adequate protection."



RECALLS CLARKE-MCNARY FORESTRY ACT

Col. W. B. Greeley, dean of industrial foresters, and Vincent Bousquet, Society of American Foresters, display commemorative plaque on the Clarke-McNary Act. Greeley was U. S. chief forester in 1923 when this foundation law of modern American forestry was developed. The key hearing of the U. S. Senate's Select Committee on Forestry was at Snoqualmie Falls Inn, near Seattle, Wash. With its inscription headed "Historical Event," the plaque now hangs on the inn's veranda. Bousquet is branch forester of the Weyerhaeuser Timber Company at Vail, Wash.

Greeley's new book, "Forests and Men," is a best seller in its class.

Hancock Heads Fir Plywood Association

Meeting in Gearhart, Ore., plywood manufacturers recently elected B. V. Hancock, of Portland, Ore., president of the Douglas Fir Plywood Association. As Hancock, executive vice-president of Cascades Plywood Corporation, assumed leadership of the 67-factory industry, the panel makers were producing plywood at a record rate of 55 million square feet weekly to meet growing military requirements and continuing high civilian demand.

Outlining promotion plans for the year ahead, O. Harry Schrader, Jr., association managing director, said the industry will continue its intensive merchandising in all major markets with emphasis on remodeling, maintenance, and in industry where plywood is used for everything from highway signs to railroad cars.

Schrader emphasized the growing importance in the plywood picture of new and allied products, such as hardboards, hardboard overlay on plywood, and plastic-faced plywood, declaring that such product development means new sales opportunities all along the distribution chain from manufacturer to retail dealer.

Elected to serve as vice-president of the Douglas Fir Plywood Association was Eberly Thompson, vice-president and director, M and M Wood Working Company, Portland, Ore.

Charles M. Duecy, treasurer and general manager, Menasha Plywood Corporation, North Bend, Ore., was re-elected secretary. Re-elected as treasurer was J. P. Simpson, vice-president and general manager, Buffelen Manufacturing Company, Tacoma, Wash.

Trustees elected at the meeting were S. R. Black, vice-president, Georgia-Pacific Plywood Co.; J. H. Gonyea, president and general manager, the Wheeler Osgood Co., Enar Erickson, general manager, Peninsula Plywood Corp., and Harold R. Jones, president and general manager, Western Veneer Co.

New subscribers to the association during the past year included Everett Door and Plywood Corp., Everett, Wash.; Industrial Plywood Corp., Willits, Calif.; Lake Pleasant Plywood Co., Beaver, Wash.; Multnomah Plywood Corp., Portland, Ore., and Mutual Plywood Corp., Eureka, Calif.



NEW CEMENT MILL AT LONE STAR, VIRGINIA

Cement production in the United States has been increased some 4,000 barrels a day through the completion and operation of this new cement plant of the Lone Star Cement Corporation at Lone Star, Va., a new station on the Norfolk and Western Railway near Roanoke. This company operates another cement mill in Virginia at South Norfolk. Completion of a new Lone Star plant in west Texas will bring this producer's total to 17 plants, with a combined annual output of 125 million sacks of cement. Virginia limestone and shale are quarried to make cement in this plant's two rotary kilns. They are 340 feet long and 10 feet in diameter.

Petters Leads Atlanta Producers Council

George Petters, district manager of the Johns-Manville Sales Corporation, was elected president of the Atlanta, Ga., chapter of the Producers Council at the final spring meeting on June 22. He succeeded George Word, district sales engineer of the Otis Elevator Company.

Other new officers of the Atlanta PC unit are J. M. Fowler, Armstrong Cork Company, vice-president; Paul F. Clark, Jr., Industrial Equipment Company, secretary; and William H. Carver, American Radiator and Standard Sanitary Corporation, treasurer.

Plans for honoring outstanding architectural graduates of the Georgia Institute of Technology were discussed. President Petters will appoint a committee with power to act on the matter.

At a joint meeting of the Houston, Tex., chapters of the Producers Council and the American Institute of Architects at College Inn on June 12, modular coordination was the topic.

The module was discussed by William Demarest, Jr., secretary of modular coordination for AIA in Washington, and former member of the New York architectural firm that designed the United Nations Building.

Southern Code Group Will Meet in Mobile

The annual meeting of the Southern Building Code Congress will be held in Mobile, Ala., at the Hotel Admiral Semmes this year. The dates are November 4-7.

Suppliers and building officials planning to attend are urged by M. L. Clement, director of SBCC, to make their reservations directly through the Admiral Semmes Hotel office.

Chester Crossfield, Nashville, Tenn., building official, is president of the Southern Building Code Congress this year. The trustees include Past-President James W. Morgan, Birmingham, Ala.; Carl Wetherell, Daytona Beach, Fla.; Soule Butler, Alexandria, La., and Lloyd Clarkson, Corpus Christi, Tex.

New Charlotte Plant For Armstrong Company

The Armstrong Company, Detroit, Mich., has announced plans to establish a plant in Charlotte, N. C., to manufacture putty, glazing compounds, and similar products to serve customers in the Southeastern states.

According to C. D. Frobes, company president, the Armstrong firm has leased a building in Char-

HOMASOTE presents

the NOVA Roller Door

—the silent, fingertip flush door
for passage ways and closets

—developed through two years of
constant research and field testing

Highest in quality . . . simple and inexpensive to install . . . silently responding to fingertip control . . . here is the roller door as you knew it would one day be perfected.

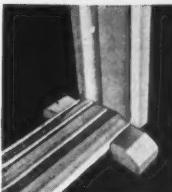
This is a hollow core, flush door—regularly sold in unselected gum, paint grade—which can be painted or stained for many beautiful effects—Black Walnut, African Mahogany, Birch, Red or White Oak.

Nova Roller Doors are light, strong and warp-resistant. They are ideal for closets, basement storage, garage storage, storage walls and removable partitions.

The closet may be one of the standard sizes—or extend the width of the room. Two or more doors enclose it entirely. Instead of opening only part of the closet, as with a swinging door, you have full access. And—you don't waste the valuable floor space needed to accommodate a swinging door.

The Nova Roller Door comes cartoned with special side jambs, head and floor tracks and all hardware installed. In less than one hour's time, one man makes the complete installation. *Nine standard opening sizes: 32", 36", 40", 48", 56", 60", 72", 84", and 96". Three standard heights: 6'0", 6'6" and 6'8".*

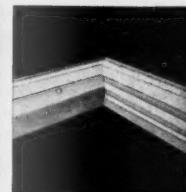
We urge you to write today for the full details.
Kindly include the name of your lumber dealer.



The oak floor track, laid on the finished floor, sets the proper distance between jambs at the bottom. Note rubber bumper on jamb.



Revolving roller guides operate in head track; vulcanized rubber rollers in floor track — assuring silent, fingertip control.



Side jamb (left) is routed to receive the door; head track (right) is accurately machined for perfect operation of revolving roller guides.

NOVA SALES
Co. TRENTON 3, N. J.



A wholly owned subsidiary of the Homasote Company, manufacturers of the oldest and strongest insulating-building board, Wood-textured and Striated panels.



site for the plant, which will have a capacity of about 5,000,000 pounds of products a year.

Edward P. Manning has been named district manager for the Charlotte area.

The company also has branches in Richmond, Calif.; Chicago, and Dallas.

Knox Introduces Cabins, Playhouses

Prefabricated lake cabins and playhouses were introduced at a one-day sales meeting of 40 Knox builder-dealers and salesmen at the offices of the Knox Corporation in Thomson, Ga., June 15.

Architect Julian Burton described and showed plans for the factory-built lake cabins and playhouses. C. M. Kester told of active sales of both items in Washington, D. C., and New York City department stores. Several dealers said the cabins would be more salable in their areas, if they were made larger with plumbing facilities included.

John Q. West, general sales manager of the Knox Corporation, presided and introduced expert members of the staff who explained "Cost of the House Package," "Direct VA Loans," "The Mortgage Market," and "Scheduled Construction."

Carl A. Bergstrom, Knox engineer, presented a new complete factory-built home, which soon will come complete from the Knox factory with wiring, electrical fixtures, and plumbing installed. He explained that the new house components, when shipped in weatherproof packaging, could be unloaded on site location prior to erection when necessary. He said the house qualified for FHA financing. It was publicized recently in *Newsweek* magazine.

Highlight of the sales meeting was a sales demonstration by President Peter S. Knox, R. L. Cauthen, and Mrs. K. Knox Withers. Cauthen and Mrs. Withers acted as a couple of prospects for a new home, which Knox sold by pointing out the merits of a Knox factory-built house and by answering all questions concerning its usefulness and value.

Peter Knox concluded the meeting by passing out an actual Knox Home construction schedule, which he explained from data derived from several studies of time sequence and erection costs.

Wallpaper Study Dates September 3-7

Members of the National Wallpaper Training Institute will meet in the air-conditioned classrooms of the University of Houston (Texas) September 3-7. The institute is an annual concentrated training program for those in the wallpaper business desiring to learn how to better serve their customers.

An outgrowth of sales clinics held for two years on the university campus, the institute became national in scope last year due to the response of those who attended the clinics and to the support of the factories in sending top people to lecture.

Last year, Texas and nine other states were represented in the training course. Students were present from 65 Texas cities. Sponsors of the institute were proud of reports received from those who had previously attended.

Several students reported they had substantially increased their wallpaper sales. The head of one wallpaper department announced an increase of over 100 per cent in sales.

This year, advanced classes will be held for those who have attended the institute previously. Sessions will be held for those attending for the first time, with separate classes for those who have attended before.

At the request of the student committee, at least half of the time will be spent in workshop periods. These workshops give the students an opportunity to put to practical use the ideas presented in lecture sessions.

Personnel Notes

Edmund Orgill, president of Orgill Brothers, Inc., Memphis, Tenn., hardware wholesalers, is the new chairman of the Board of Regents of the **University of the South** at Sewanee, Tenn.

John F. Thigpen is the new Georgia state director of the **Federal Housing Administration**, with headquarters in Atlanta. He was appointed by FHA Commissioner F. D. Richards to succeed R. E. Matheson, who died June 8 after long illness. Thigpen was formerly

assistant to Director Matheson. Before joining FHA in 1946 Thigpen was regional director of the HOLC and served with the Reconstruction Finance Corporation.



Clark E. McDonald, secretary-treasurer of the Southern Sash and Door Jobbers Association, resigned June 30 to become assistant to Harry B. Hungerford, president of the **S. R. Hungerford Company** in Memphis, Tenn., manufacturers of solid mahogany furniture and reputedly the world's largest users of mahogany lumber. McDonald previously served as executive vice-president of the Central Atlanta Improvement Association in Georgia.



George A. Leighton is now jobber warehouse consultant for the **Libbey-Owens-Ford Glass Company**. He fills the position formerly held by **Claude F. Harr**, recently transferred to the Fiberglas division.



Directors of the **Marquette Cement Manufacturing Company** recently elected **Paul Duncan** assistant secretary and treasurer of the company. Except for a two-year period in the Army during World War II, Duncan has been with Marquette since 1933. A graduate of Notre Dame, he started with the firm as a member of the repair crew.



H. S. Richards, formerly Washington, D. C., manager of the **United States Plywood Corporation**, now heads the Baltimore, Md., branch. His office in Washington is filled by **C. B. Blackburn**.



The **New York Wire Cloth Company**, New York, N. Y., recently appointed **Howard A. Nusbaum** sales manager of the Durall aluminum tension-screen division. Formerly he was sales director of the midwest sales office. **William F. Stewart**, former hardware products sales manager for American Wire Fabrics, has joined the New York company as sales manager of the Multi-Strand insect screening division.



The **Celotex Corporation** has appointed **Alfred D. Hardegree** assistant manager of the Dallas, Tex., branch. Before his latest appointment, Hardegree was a sales representative.



Look Up, Mr. Lumber Dealer!

DOESN'T YOUR HOME HAVE CRACKED CEILINGS TOO?

Look at the ceilings right in *your own home!*

Chances are, you'll see ugly, crawling cracks, loose unsafe plaster—ceilings ready to fall!

Don't be surprised, because *two out of every three* homes have cracked ceilings.

Re-cover yours now with Upson Kuver-Krak Panels. Prove to yourself that it's the best way. No muss, fuss, confusion or irritating delays. No seeping, floating, white dust to cause an extra house-



cleaning. See the beauty of the finished job. Then remember that here is a ceiling which never will crack—assuring you a lifetime of satisfaction.

Discover the facts—right in your own home, and you'll sell hundreds of your customers an Upson Ceiling too.

Would you like to have an Upson Representative call and talk to you about a ceiling for your own home and supervise the application? *Mail the coupon!*

Upson Ceilings harmonize perfectly with all schemes of decoration. Hundreds of thousands now in use.



**UPSON
KUVER-KRAK
PANELS**



THE UPSON COMPANY 667 Upson Point, Lockport, New York

Send me instruction sheets for applying Upson Kuver-Krak Panels.

Have your Representative call to give me more information on cracked ceilings.

NAME _____

NAME OF FIRM _____

STREET ADDRESS _____

CITY _____ STATE _____

LUMBER OUTLOOK

GOOD WEATHER. plenty of freight cars, inflated stumpage costs combine to continued production of lumber at a record rate.

But large down-payments and the lack of mortgage funds at VA and FHA low rates keep families from contracting to buy or build homes.

So, the result is that lumber inventories generally are larger than they have been in many, many months, and prices have dropped or are softening nearly everywhere. This is true not only of lumber but of most other building materials except for metal items in some localities.

HOUSING STARTS in May were estimated at 97,000 permanent new non-farm dwelling units—10 per cent more than in April. The increase was attributed to apartment construction in large cities, particularly New York and Chicago, and to 4,000 military housing units started in May. In May '50 housing starts reached 149,100 units.

Total new construction in the nation in May amounted to \$2.5 billion to make the total for five months come to \$11,149 million, or 19 per cent more than for that part of last year. The increase was due largely to construction of atomic energy and other defense plants, military facilities, and highway work.

According to the F. W. Dodge report, May's construction contract awards in the 37 states east of the Rockies reached the highest total of any month in history. The previous record was set last August. The award total in May was more than for the whole year of 1944 for the 37-state area!

LUMBER PRODUCTION of 9,056 million board feet during the first quarter of '51 was the highest for any quarter on record, according to the quarterly report of the Lumber Survey Committee. The committee reported that demand for lumber continued at high levels during the quarter, but the market softened gradually in March and on through May. The effects of credit regulations and confusion of OPS prices were cited as deterring factors.

THE MONTHLY survey of retail lumber sales and stocks by NRLDA for April revealed that yard sales nationally were up 4.2 per cent from March, but down 6.4 per cent from April last year. No Southern region showed sales better this April, but three northeastern regions did. Nationally, retail lumber inventories were up 2.4 per cent from March and up 10.2 per cent from last year, but down 6.9 per cent compared with the end of 1940.

THE NATIONAL lumber trade barometer for the week ending June 23 showed shipments 11.3 per cent below production; new orders 20.4 per cent under output, and unfilled orders amounting to 51 per cent of gross stocks. Production was 2.5 per cent below the same week last year, while new orders were down 26.7 per cent.

THE SOUTHERN PINE score-sheet for the week showed orders 12.16 per cent below production, and 3.56 per cent less than shipments. Actual production was 21.24 per cent below the three-year average.

The downturn in the lumber market is reflected in the wholesale price index of the U. S. Bureau of Labor Statistics. The lumber index price dropped in May for the second month after hitting an all-time high in March of 361.2. In April the index was 361.0; in May it fell to 359.0.

Paint materials slumped in price in May to carry the index for paint and paint materials from 164.7 in April to 163.7 in May. Other building material prices held steady for the month.

THE LACK of regular civilian housing starts is forcing many dealers to develop more sales through modernization and repairs. In the grain belt, construction of farm storage structures under the CCC loan program is helping to hold sales volume. In the Critical Defense Areas (see editorial on page 21 and Controls news on page 35) dealers now look to "normal credit" building activities in housing, commercial and industrial construction.

Woman Is President of N. O. Lumbermen's Club

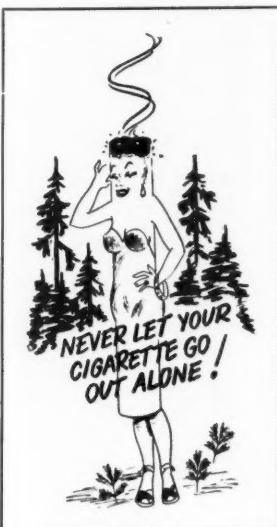
Mrs. Nina Meredith recently was elected president of the Lumbermen's Club of New Orleans! She is the first woman to head this organization in Louisiana, of which she became the first woman member 18 years ago.

Mrs. Meredith, who has been manager of the lumber department of Jahncke Service, Inc., in New Orleans for four years, was vice-president of the club last year.

Other officers of the New Orleans Lumbermen's Club for the ensuing year are Saul Singer, vice-president; Sam Cohen, treasurer, and John S. Schermann, secretary.

Elected to the Board of Directors were Richard F. Mestayer, Jr., Elm Davis Wood, L. Joe Gueydan, U. Joseph Hecker, Joseph T. Mathes, W. Harvey Moynan, George L. Becker, and Herbert J. Bremermann.

STOP THIS "FLAME"!

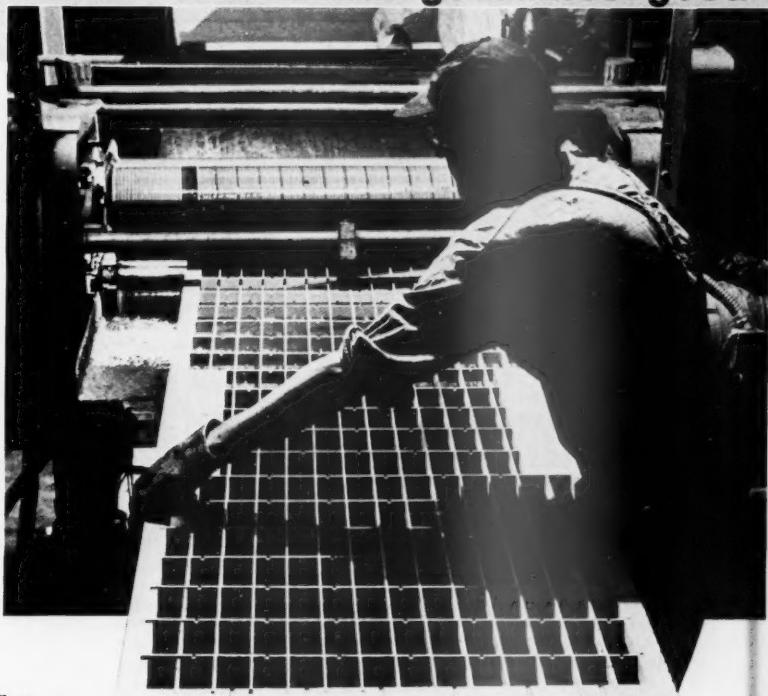


This animated cigarette with flaming red hair has attracted much attention on posters distributed throughout the Long-Bell Lumber Company's forest, manufacturing, and retail operations. The idea was suggested by Mrs. Eloise Strozier, telephone operator in Long-Bell's Tulsa, Okla., branch. The idea was developed by Perry Culp, Jr., assistant director of public relations, and Bob Wells, a Longview artist.

PAINÉ REZO DOORS

T. M. REGISTERED

are Unconditionally Guaranteed
and here's what makes that guarantee good



the interlocking,
ventilated all wood core that provides
unduplicated strength and stability

On the surface, flush hollow core doors may look much alike, but it's what's beneath the face that determines the service and satisfaction that you can expect. Here's where the superiority of Paine Rezo doors is most pronounced; for nowhere else will you find equal dimensional stability, nor such lightness in weight combined with great structural strength.

For these reasons architects and contractors everywhere have installed more than four million Paine Rezo doors in

buildings of every type. No other hollow core door has been so widely endorsed, so thoroughly time-proved. Remember, when you specify Paine Rezo doors your satisfaction, now and in the future, is unconditionally guaranteed. See SWEET'S catalog — or write for an illustrated data bulletin.

Manufactured by the

PAINÉ LUMBER CO., LTD.

Oshkosh
Wisconsin

ESTABLISHED 1853

NRLDA Meeting Dates

The annual meeting of the Board of Directors and committees of the National Retail Lumber Dealers Association will be held at the Drake Hotel in Chicago, Ill., October 21-26, according to H. R. Northup, executive vice-president.

The schedule calls for an Executive Committee meeting Sunday, meetings of other committees and of the federated association managers Monday, district meetings with executive committeemen Tuesday, and the board meeting on Wednesday and Thursday, with possible carry-over meetings Friday.

Dates for the 1952 NRLDA board meetings have also been announced. The spring meeting will be held May 18-23. The annual meeting will be conducted October 19-24. Both 1952 meetings will be held at the Shoreham Hotel in Washington, D. C.

Alabamans to Enjoy Deep-Sea Fishing Rodeo

Panama City, Fla., will be crowded with building supply dealers and their guests July 27 and 28 when the Alabama Building Material Exchange holds its annual deep-sea fishing rodeo. Prizes will be awarded profusely to the luckiest fishermen.

Additional entertainment will include a cocktail party given by Olin Belcher, of Brent; Brady Belcher, Centerville; Elliott Belcher, Green Pond, and Albert Belcher, Birmingham.

Vacation Charts Given

As an additional service to members, the Carolina Lumber and Building Supply Association recently mailed to all dealer-members charts on which to record vacation schedules of employees.

New Oklahoma Directory

The Oklahoma Lumbermen's Association has released its 1951 Directory and Buyer's Guide, which sells for \$2.50.

It contains a list of all member dealers by towns with addresses and managers, details of Farm Buildings Day and classes for dealer personnel, group insurance, exhibitors at OLA conventions, and other information.

ASSOCIATION ACTIVITIES

Alabama Dealers Turn Out for "Miss Mary's Credit Nights"

By HARTWELL HATTON

Editor, Alabama Lumberman

EVERY TUESDAY night, members of the Alabama Building Material Exchange attend a meeting in Birmingham. As a rule attendance is good all the time; but twice a month it is unusually good.

Twice a month Mrs. Mary K. Harless, executive secretary of the exchange, compiles a credit bulletin and it is on "bulletin nights" that the members turn out in force.

Mrs. Harless' credit bulletins, which are confidential, consist simply of a list of names and addresses, prefaced by a sentence, "We have information on the following." Members of the exchange have learned that this means that for some reason those listed are doubtful credit risks, so they come out to get the dope from Mrs. Harless.

When a member of the exchange receives a bad check from a customer, he reports it to Mrs. Harless at the exchange office. When a member has any other experience suggesting that a customer is a poor risk, he reports that, too. From these reports Mrs. Harless compiles her semi-monthly credit bulletins.

Late last year, a member of the exchange loaded up his truck with \$869.00 worth of building material to fill an order. Before the truck left the loading dock, however, he recalled having seen the customer's name on the exchange's last bulletin.

"Hold everything," he ordered, and called the executive secretary.

The information he got prompted him to issue another order, "Unload the truck."

The next day the "customer" was under arrest in a matter not connected with that deal. The member had saved \$869.00, or more than 100 times his monthly dues.

Some time previously a member of the Alabama Building Material Exchange received a worthless check. He immediately notified Mrs. Harless and she relayed the



Mrs. Mary K. Harless

information to other members. The bad check passer showed up the same day at another member's place of business. With the information he had from Mrs. Harless, he was able to bring about the check passer's arrest.

Not all credit information is as dramatic as in these two cases. When a customer gets slow in his payments the information is sent in and relayed through the bulletin. It is this practical information that the bulletin carries for the most part.

How much it is worth to members of the exchange is indicated perhaps in the experience of one member who told Mrs. Harless he grossed \$200,000.00 in 1950 and lost less than \$200.00 in bad accounts.

The service is extended to all members of the exchange whether they are domiciled in Birmingham or in other parts of the state.

For 14 years Mrs. Harless had been employed by Merchants Credit in Birmingham when she was elected executive secretary of the exchange in 1946. While with Merchants Credit, Mrs. Harless had specialized in building ma-

*The take-home gutters
they put up themselves!*



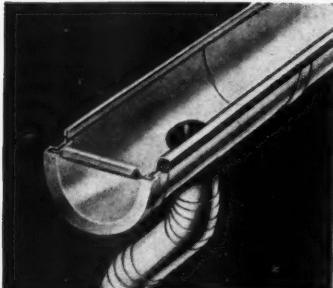
RUSTPROOF
NON-STAINING
BEAUTIFUL
...at less than half the
cost of other rustproof
gutters!

Light
to handle...
No Soldering

5" Ogee or Half-Round—smooth
or stipple-embossed finish.

3" plain and corrugated round
downspouts. 2½" x 3¼"
downspouts for Ogee.

Complete accessories.



REYNOLDS *Lifetime* ALUMINUM GUTTERS and DOWNSPOUTS

Whatever may be the immediate situation on production of aluminum gutters, you can be sure they are a permanent fixture in the building supplies and hardware business. And the big reason is that these gutters are a permanent fixture on each lucky customer's home... rustproof, corrosion resistant, never needing to be painted, never staining the walls.

Slip-joint connectors make them easy for anybody to put up. It's a quick sale, for a quick job! Check your jobber for existing stock... remember aluminum's expanding capacity promises increasing supply. Meanwhile, get the facts. Mail the coupon. **Reynolds Metals Company**, Building Products Division, Louisville 1, Kentucky.

Reynolds Metals Company, Building Products Division,
2007 South Ninth St., Louisville 1, Kentucky

Please send full information on:

Insulation Gutters Flashing Nails

Name _____

Address _____

REYNOLDS ALUMINUM

RESIDENTIAL WINDOWS

REFLECTIVE INSULATION

FLASHING

NAILS

WEATHERBOARD SIDING

CORRUGATED AND S-V CRIMP

terial accounts, so she dealt with building-supply yard personnel.

When she joined the exchange, OPA was on its last legs but still a force to be reckoned with by building material dealers. The main business of the exchange office was to keep its members abreast of OPA regulations and rulings. When OPA finally petered

out, Mrs. Harless wondered how the gap could be filled. In other words, she wondered what she could do to make the exchange useful to members and thereby insure her job.

She decided to draw on her credit experience and that has kept her busy ever since. Her job is pretty well insured.

Dixie Dealers Set Pace in Getting Newspapers to Print Minute Man Releases

OF THE MORE than 1,700 Minute Man newspaper clippings now on record at NRLDA headquarters, approximately 800 have been furnished by dealers belonging to the associations served by SOUTHERN BUILDING SUPPLIES.

By sending the monthly Minute Man releases in their own names to the editors of their local papers, these committee members have been performing an invaluable service for industry public relations, asserted Clyde Fulton, president of the National Retail Lumber Dealers Association. He points out that today the views and objectives of the retail lumber and building material industry are being put across to a larger segment of the public than ever before due to the enthusiastic support given to the program by the individual dealers throughout the United States.

The 390 active Minute Men (officially, members of the Public Affairs Committee) from the Southern area have established an enviable record, the NRLDA Public Relations Department reports. Many dealers who already had at least two clippings to their credit have received the specially-designed Minute Man lapel buttons that were awarded by Committee Chairman C. B. Sweet. Others are slated to receive them in the near future.

R. E. Hangen, of Hangen and Halliday Lumber and Coal Company, Wellington, Kan., a member of the Southwestern Retail Lumbermen's Association, was one of five dealers selected to receive a solid gold lapel button in recognition of outstanding service on the committee. Hangen has been successful in having all seven Minute Man releases to date published locally at least once and several of them more than once. The announcement of the award was

made at the May meeting of the NRLDA Board of Directors in Washington.

Other Southern and Southwestern dealers have become pace-setters in their success with the Minute Man releases. W. T. Jameson, of Jameson and Sayre, Norman, Okla., has had his Minute Man stories included in local radio broadcasts as well as in the newspapers.

Other leaders in this public relations campaign in the region are: Bernard Goldsmith, Bernard Lumber Co., New Orleans, La.; D. Morton Rose, D. M. Rose and Co., Knoxville, Tenn.; W. A. Gilliam, Bond-Howell Lumber Co., Day-

tona Beach, Fla.; J. M. Williams, Beaver Dam Manufacture and Supply Co., Beaver Dam Ky.; Glenn D. Poarch, Economy Lumber Co., Miami, Okla.; George P. Darby, Builders Supply Co., Pine Bluff, Ark.; J. A. Kantsch, Kantsch Lumber Co., Alamo, Tex.; W. H. Peterson, Peterson Lumber Co., El Paso, Tex.; Joe Stein, Stein Lumber Co., Fredericksburg, Tex.; and Paul Brown, Brown Lumber Co., Sweetwater, Tex.

Of the federated associations in the South, the best showing to date has been made by the Lumbermen's Association of Texas, from which 150 active Minute Men have supplied 279 clippings.

Baldwin-Hill Buys Texas Insulation Plant

The Baldwin-Hill Company, Trenton, N. J., recently bought the Tex-Rock Insulation Manufacturing Company, Temple, Tex.

President W. H. Hill announced that the plant will be modernized. The fourth plant of the Baldwin-Hill Company, the Temple plant will manufacture and distribute insulating blankets, felts, cements, pipe covering, fill insulation, board and block insulation, and batt and blown mineral wool for home insulation.



ORNAMENTAL IRON DISPLAY FOR DEALERS

Dealers in ornamental iron products made by the Tennessee Fabricating Company, Memphis, now can obtain through their wholesale distributor a sales display like that seen above for their stores, home shows, or other special purposes. The model, low-cost houses are decorated with wrought-iron ornamental columns, porch and stair rails, door grilles, and window guards. Sales copy appears on the four background panels. The Tennessee Fabricating Company also has mammoth displays of full-size ironwork of both cast and wrought metal, like that partly shown behind the woman in the picture, for special exhibitions by jobbers and dealers.



SHINGLE STAIN

One gallon of Lectung Oil, one gallon of Linseed Oil and one and one half gallons of Peerless Thinner make a really waterproof shingle stain.

SEALING WALLS

No hairlines or surface cracks will mar your walls when Lectung Oil is used as sealer and undercoater. It also seals against alkali and other salts.

FLOOR COATING

Any floors exposed to heavy wear can be sealed against moisture and warping with Lectung Oil . . . the sealer that will not rubber burn, crack, chip or peel.

DYNAMIC OIL OF A THOUSAND USES!



REFINISHING FURNITURE

Apply Lectung Oil to your furniture with a lint-free cloth and it will dry to a smooth, brilliant finish . . . an excellent surface for waxing.

WATER-PROOFING

Lectung Oil seals brick and stucco walls against water seepage by sealing the pores. Apply it just as it comes from the can.

REINFORCING PAINT

Lectung Oil gives ready mixed and semi-paste paints waterproofing, sealing and rust-proofing qualities.



L
~~NEW~~
Lectung Oil

ELECTRONICALLY PRODUCED

WATERPROOF • SEALS ALL SURFACES

REINFORCES • PREVENTS RUST

BY **DAVIS** OF BALTIMORE

THE H. B. DAVIS CO.
1701 BUSH & SEVERN STS., BALTIMORE 30, MD.
& SAVANNAH, GA.

Jobbers to Start Group Insurance

Sufficient member firms of the Southern Sash and Door Jobbers Association had adopted the organization's plan of group insurance to make it effective July 1. Secretary-Treasurer Clark E. McDonald announced at the annual meeting in Memphis, Tenn., June 4. The plan contract is with the General American Life Insurance Company.

M. C. Davidson, of Houston, Tex., was re-elected president, and John Kilpatrick, of Oklahoma City, was continued as vice-president. The association accepted with regrets the resignation of McDonald as secretary-treasurer. A committee was appointed to replace him.

Elected to the Board of Directors for a three-year term were T. E. Addison, Jr., Addison-Rudesal, Inc., Atlanta, Ga.; Jack C. Conyers, Wilson Lumber Co., San Antonio, Tex.; T. I. Corddry, Morgan Millwork Co., Baltimore, Md.; W. C. A. Costello, J. R. Quigley Co., Gloucester City, N.J.; H. L. Jett, Dyke-Cole Company, Little Rock, Ark.; Walter A. Reints, Reints Sash and Door Co., Oklahoma City; C. E. Squires, Southern Supply Co., Springfield, Mo.; P. L. Ullom, Sweetwater Sash and Door Co., Sweetwater, Tex., and Carey A. Watkins, Gulf States Plywood Co. of Florida, Jacksonville.

The following companies were elected to membership in the Southern Sash and Door Jobbers Association: Addington - Beaman Lumber Co., Inc., Norfolk, Va.; Detering Co., Houston, Tex.; Plywood Distributors and Supply, Inc., Oklahoma City, and Toombs and Co., Springfield, Mo.

The association by-laws were amended to permit the group to hold annual meetings at cities other than Memphis, when desirable.

President Davidson appointed a committee consisting of T. E. Addison, Jr., Louis G. Riecke, and F. R. Weddington, to study the proposed Hollow Core Door Standard.

Secretary McDonald was instructed to request the NWMA Sash Standards Committee to revise the sash standard to require bedding in putty or bedding compound for all check-rail windows that contain muntins and bars or horizontal bars.



AWWI Wants More Sash Bedding in Putty

Directors of the American Wood Window Institute at their annual meeting in Memphis, Tenn., June 3-5, instructed Secretary-Manager Clark E. McDonald to write the NWMA Sash Standards Committee and request that the sash standard be revised to require bedding in putty or bedding compound for check-rail windows that contain muntins and bars or horizontal bars.

Held concurrently with the annual meeting of the Southern Sash and Door Jobbers Association, the AWWI meeting was attended by approximately 250 persons. F. R. Weddington, of Waco, Tex., was re-elected president; Fred E. Bissell, of Dubuque, Iowa, vice-president, and M. C. Davidson, of Houston, Tex., treasurer.

The resignation of Secretary-Manager Clark McDonald was accepted with regrets.

Elected to the AWWI Board of Directors to represent manufac-

turers were F. E. Bissell, Carr, Adams and Collier Co., Dubuque, Iowa; W. A. Compton, Allen Millwork Manufacturing Co., Shreveport, La.; C. Fisher, Hollack and Howard Lumber Co., Denver, Colo.; H. C. Gorbet, Huttig Sash and Door Co., St. Louis, Mo.; Fred Hoerner, Rockwell Sales Corp., Chicago, Ill.; Jim Rowland, Andersen Corp., Bayport, Minn.; Coleman Dever, William Cameron and Co., Waco, Tex., and L. L. Gibson, Long-Bell Lumber Co., Kansas City, Mo.

The new board members from jobber ranks include M. D. Ebert, Gate City Sash and Door Co., Fort Lauderdale, Fla.; M. C. Davidson, Houston Sash and Door Co., Houston, Tex.; L. G. Riecke, Tulane Hardwood Lumber Co., New Orleans, La.; Osborne Shaefer, Central Woodwork, Inc., Memphis; David P. Steves, Steves Sash and Door Co., San Antonio, Tex., Horace Woods, George C. Vaughan



"WE HAVE ARRIVED at a milestone which is of extreme importance to the millwork industry," Erle Racey told members of the American Wood Window Institute at their annual meeting in Memphis, Tenn., June 5. "The institute has definitely proven a formula for building expanding wood-window sales."

Referring to the minimum quality specifications, licensing agreement, and seal of approval of the institute, Advertising Counselor Racey reported that the AWWI Quality Seal program had been activated in Texas, Louisiana, Mississippi, and parts of Alabama, Arkansas, and Oklahoma.

He displayed a large two-color newspaper advertisement and the two-color folder designed to impress the public with the significance of the Quality Seal on wood windows they buy. As shown in the above picture, courtesy of the Allen Millwork Manufacturing Company, Shreveport, La., the AWWI seal is located on the inside sash run at the top of the window frame. This firm holds AWWI fabricator license No. 103.



new wonder wood

of Associated Plywood Mills

Here is plywood the beauty of which will amaze and delight you. For here is the spiraled grain of ocean waves; of tide-prints in the sand; of the lure and romance of ocean beaches and wind-swept seas.

Here is the durability and practicability of plywood, surfaced with a modern decorator's touch.

Not many may have Sea Swirl, for the supply is limited. But for the fortunate few there will be home and office interiors of great charm. Sea Swirl is available at APMI Sales Warehouses exclusively. Call your nearest APMI warehouse for information.

Associated Plywood Mills, Inc.

General Offices: Eugene, Oregon

PLYWOOD MILLS at Eugene and Willamina, Oregon

APMI
Sales
Warehouses:

925 Toland St., San Francisco
4814 Bengal St., Dallas
4003 Coyle St., Houston
4268 Utah St., St. Louis
1026 Jay St., Charlotte, N. C.
Eugene, Oregon

and Sons, Houston; R. F. Gregory, Rounds and Palmer Co., Dallas, Tex., and Frank Stevens, Frank Stevens Sash and Door Co., Waco.

Former sales manager for William Cameron and Company, Frank Stevens was elected to membership in the American Wood Window Institute, as was the D. J. Dinsmore Company, Sioux Falls, S. D.

The AWWI by-laws were amended in two ways. One was to permit the annual meeting to be held in other cities besides Memphis, as desired. The second was to make the immediate past-president an ex-officio member of the Board of Directors in addition to his regular duties.

Among The Wholesalers

WACO, TEX.: The name of the Acme Building Supply Company here has been changed to the Frank Stevens Sash and Door Company. Formerly general manager of the wholesale division of William Cameron and Company, Texas wood products jobbers, Stevens came out of "semi-retirement" to become an officer, director, and active manager of the local wholesale firm that bears his name.

GARLAND, TEX.: The Dallas Hardwood Lumber Company has a new 5,000-square-foot sheet metal building to house the assembling of wood products.

TAMPA, FLA.: T. W. Ramsey, Jr., was elected new president of the T. W. Ramsey Lumber Company recently, when his father, T. W. Ramsey, Sr., founder president, became chairman of the board. Mrs. Harriett B. Ramsey was elected vice-president to succeed her husband, Allan Ramsey, who died recently.

33rd Zonolite Plant Opens in Arkansas

A new Zonolite plant for processing vermiculite opened June 15 in Little Rock, Ark. It will serve Arkansas, Oklahoma, Louisiana, western Mississippi, and parts of Tennessee.

The mica-like mineral is used as an aggregate in plaster and concrete, as loose-fill insulation, and as a soil conditioner.

T. C. Whited, director of Zonolite sales in the Little Rock area, manages the new plant. It is the 33rd Zonolite plant in the United States and Canada.

NOTES ON MANUFACTURERS

COLUMBIA, S. C.: E. W. Proctor and Company here has been appointed factory sales representatives for Goodloe Moore, Inc., Danville, Ill., manufacturers and distributors of Tuff-Bond adhesives, Tuff-Tred safety stair nosing, and Gemco hangers. Representatives of the Proctor firm cover the states of Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee, and Virginia. The representatives include B. C. Darwin, J. E. Evans, J. E. Harvey, C. C. Small, and J. F. Watson.

HURTSBORO, ALA.: A general partnership, the Hurtsboro Lumber Company has purchased the lumber inventory and machinery of the A. B. Carroll Lumber Company here and is carrying out the commitments of the latter firm. A. B. Carroll, Sr., organized the partnership so he could bring his two sons and nephew into the business. His sons are Thomas M. and A. B. Carroll, Jr. The nephew is LaFayette M. Carroll. The Hurtsboro Oak Flooring Company, headed by A. B. Carroll, Sr., was not involved in the transaction.

PAWTUCKET, R. I.: The Mar-Rail Conveyor Company has appointed Bob Duffy national sales manager of Brik-Toter conveyors. He expects to cover the country within 18 months, calling on distributors and contractors.

CHICAGO, ILL.: Gates Ferguson, advertising manager of the Celotex Corporation, has announced that Sam Walker is now a member of his staff.

FAYETTEVILLE, ALA.: The Ray E. Loper Lumber Company has assumed active management of the Long Leaf Pine Company in Pearson, Ga. The plant formerly was owned by A. S. Mitchell and his wife.

MENA, ARK.: L. L. Morrow has bought the Lauck Lumber Company mill property. The plant had been under lease, operating under the name of the Polk County Lumber Company.

ROCHESTER, N. Y.: The Caldwell Manufacturing Company, makers of Spirex and Clock Spring sash balances, now occupy new offices and production facilities at 64 Commercial Street.

GARDINER, ORE.: A. J. Myers has been named general superintendent of plywood manufacture for the Long-Bell Lumber Company. His headquarters are at the plant here.

CHAPMAN, ALA.: Modernization is under way at the W. T. Smith Lumber Company. The boiler plant will be enlarged for a new 50,000 p. p. h. boiler.

DECATUR, GA.: George Halsey will manage the new \$150,000 putty and glazing-compound manufacturing plant that is under construction here for the Dicks-Pontius Company, of Dayton, Ohio. Of steel and concrete block with brick facing, the building will provide 18,000 square feet of floor space. Scheduled to be com-

pleted by October 1, it will replace rented quarters used by Dicks-Pontius here for nearly two years.

SALEM, VA.: William H. Holding is the new industrial sales manager for both this and the Stamford, Conn., divisions of the Yale and Towne Manufacturing Company. He succeeded A. Charles Amann as director of sales of Yale industrial locks and hardware used by other manufacturer.

CHARLOTTE, N. C.: Work has been started on a new \$300,000 plant for the Huttig Sash and Door Company on Jay Street here. Manager George L. Thomas said the structure would be of brick, 200 x 300 feet in size, and would be equipped with the most modern millwork machinery.

NASHVILLE, TENN.: Following the owner's death, the Henderson Baker Lumber Company here has been sold to the W. T. Smith Lumber Company, of Chapman, Ala. N. F. McGowin, president of the Smith firm and new president of the Baker firm, announced that the Nashville office would be closed. The Myrtlewood, Ala., band mill's output will be sold through the W. T. Smith Lumber Company.

RUSSELLVILLE, S. C.: A new plant is being built here to manufacture plastic board from pulp and saw-mill waste. It is the only plant of its type in the Southeast.

Oak Flooring Sales Rise in Building Slides

Although homebuilding dropped 16 per cent in the first four months of this year as compared with the first third of 1950, hardwood flooring demand reached an all-time high for the period, Secretary Henry H. Willins reported to members of the National Oak Flooring Manufacturers Association at their recent semi-annual meeting at Memphis, Tenn.

Shipments from the nation's major producing areas totaled nearly 341 million board feet, a 10-per-cent increase over the 309 million feet shipped in the first four months last year, he said. Non-farm dwelling starts meanwhile dropped from 412,000 to 348,000.

The NOFMA official attributed a substantial portion of the strong demand to the large carry-over of unfinished homes from 1950. He added, however, that the increase in shipments at a time of slackening home construction indicated that hardwood was becoming increasingly popular as a residential flooring material.



Mr. Merchandiser:

**For Greater Customer Satisfaction . . .
Recommend R·O·W Wood Windows!**



R·O·W SPRING CUSHION WOOD Window Units are the original completely weather stripped removable windows. They are architecturally approved, designed for flexibility, free action, good ventilation, more light and beauty, and are removable for easy cleaning. In fact, they're so easy to remove that anyone can do it; yet are rattle free—and absolutely cannot be removed

when locked, a safety feature against burglary. Add these things together and it's easy to see why so many dealers, contractors and architects recommend R.O.W. Spring Cushion WOOD Windows when buyers ask for the best! Recommend them to your customers—both you and the customer will always be glad you did.



R·O·W SPRING CUSHION
WOOD WINDOW UNITS

MANUFACTURED BY

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA
THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

PRODUCT PARADE

326—Paint Thinner



Turpentine and Rosin Factors, Inc., Savannah, Ga., have brought Tandrotine paint thinner back to the market.

Tandrotine is said to have a high flash point, pleasant odor, and is non-irritating. It is used for thinning, cleaning brushes, removing paint and grease, dissolving wax, and similar household tasks.

Made for controlled evaporation, it has a long wet edge and does not make any lap marks, according to users.



327—New Building Block

The American Nayco Corporation, N. B. C. Building, Cleveland, Ohio, announces a new inexpensive building block, Ytong.

This new material was inspired by the shale-lime mortar walls of the Gota canal in Sweden, which have held up under ice and water flow against its walls since 1932. Ytong is

made of low-quality oil shale, lime-stone, and coal-mine waste.

Light in weight, Ytong is said to have greater strength in compression than any other light concrete—1,000 pounds a square inch. Ytong walls are dry, warm, and draft-proof. They will not burn, rot, or crack, and offer good sound resistance, according to the manufacturers. Ytong building blocks are said to carry external and internal walls up to 10 stories.

The material can be made in any appropriate standard size and can be cut, sawed, or plugged like wood. Since 1929 many apartment houses, schools, and other buildings have been made of Ytong in Sweden.



328—Freedom Kitchen

Lyon Metal Products, Inc., Aurora, Ill., has added exclusive features to its line of kitchen cabinets and sinks to form the new Lyon "freedom kitchen."

For food conditioning, a dry storage cabinet allows air over the refrigerator to circulate through the cabinet to keep cereals, crackers, spices, and other foods dry.

"Finger-tip" cabinets can be attached quickly to all Lyon wall cabinets to hold small items like pencils, pads, cook books, condiments.

The Twirl-O-Matic corner base cabinet has two circular trays to bring materials to a convenient spot as they are turned. A gentle tap on the handles opens all cabinets.

An air control unit, located direct-

ly over the range, starts as the hood is lifted, to keep kitchen cleaner and cooler.

Sink and cabinet tops are of vinyl plastic, impervious to common grease, oil, fruit acids. They will not support bacterial growth or mildew.



329—Wood Welder

The Wood Welder Manufacturing Company, 2758 Whittier Boulevard, Los Angeles 23, Calif., has introduced a new vacuum tube, self-excited type, wood welder that operates on a set frequency of 27.12 metacycles.

This new Merit welder is said to increase materially the speed of bonding wood or plastic-coated materials with metal components. Its penetration range is said to be from $\frac{1}{8}$ to 2 inches, to provide tight bonding of materials in seconds instead of hours.

Operating power is supplied by a small, compact generator that permits wide ranges of flexibility and movement by the operator. A three-



For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

- | | | | |
|-------|-------|-------|-------|
| 326 | 327 | 328 | 329 |
| 330 | 331 | 332 | 333 |
| 334 | 335 | 336 | 337 |
| 338 | 339 | 340 | 341 |
| B-538 | B-539 | B-540 | B-541 |
| B-542 | B-543 | B-544 | B-545 |
| B-546 | B-547 | B-548 | B-549 |
| B-550 | B-551 | | |

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME.....

POSITION.....

FIRM.....

MAIL ADDRESS.....

**HERE'S THE BEST
COMBINATION FOR A
QUALITY EXTERIOR WALL
AT LOW COST!**

*J-M
Weathertite
Sheathing...*

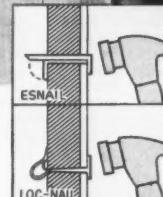
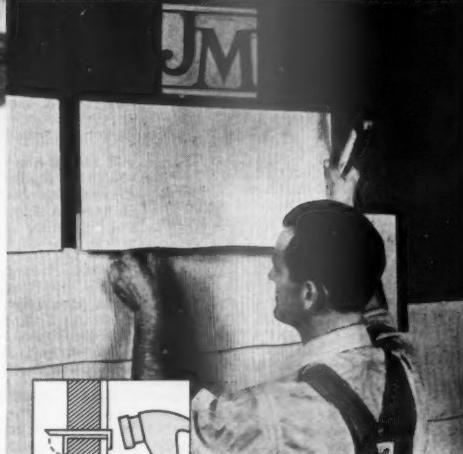
These large tough boards protect the house where protection is most important. They reduce construction costs, too, because the big sheets are easy to handle, can be applied more quickly and with less waste material. For the exterior finish, use . . .

J-M Asbestos Siding...

Can be applied directly to J-M Weathertite* Sheathing (no building paper needed), using self-clinching or self-locking nails as illustrated. This type of construction is being used on many F.H.A. projects throughout the country.

J-M Asbestos Siding needs no further finishing, cuts annual upkeep expense for the owner. The new J-M Smoothgrain comes in white or soft pastel colors. Surface is smooth but graining is so striking vertical joints and exposed nail heads seem to disappear. These two J-M products give you the best possible combination for exterior walls of lower cost, longer life, and finer appearance.

JULY, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



Diagrams show action of 2 self-clinching types of nails. After the base of the nail head strikes the shingle, further tapping flattens the head and clinches the foot against the backside of the Weathertite Sheathing.

For further information about J-M Weathertite Sheathing, J-M Asbestos Siding, and Esmail and Loc-Nail fasteners write Johns-Manville, Box 290, New York 16, N. Y.
*Reg. U. S. Pat. Off.

Johns-Manville



position power selector switch determines energy supplied. The unit weighs 140 pounds, is 24 inches high, 20 inches wide, and 17 inches deep. It operates on 115 volts A. C.



330—Storm Windows

The Alumatic Corporation of America, 2081 South 56th Street, Milwaukee 14, Wis., now makes a "budget priced" all-season wood combination storm-screen window called the Guardian.

This double-hung window operates on two separate tracks, allowing the lower storm sash to slide up and down for finger-tip ventilation. Both screen and sash panels are easily removed from indoors for simple washing. Summer-to-winter changes are made merely by sliding the storm sash up and down.

A sill expander, built to conform to any height sub-sill, can be trimmed to fit any uneven or sloped sill condition.

A bead for easy caulking is cut into the back of the frame, assuring a perfect weather-tight seal at all times. The screen wire is non-rusting.

All wood members are protected by a preservative against weather, fungus, and termites.



331—Perimeter Diffuser



Air Control Products, Inc., Coopersville, Mich., announce new "perimeter diffusers," long, narrow registers with adjustable fins to direct warm air where it is needed.

These diffusers give a flat pattern of air that is said to completely blanket picture windows and cold outside walls, preventing drafts in the room. Vanes can be adjusted on the job for any desired air pattern.

Available in oak or metal-veneered finishes, the perimeter diffusers can be used under stairs, in kitchen cabinets, on high side walls, and other convenient spots. Sizes include 4x10, 4x12, 4x14, 2 $\frac{1}{4}$ x14 inches. Dampers are adjustable to balance heating system.



332—Belt Conveyor

The Fairfield Engineering Company, Marion, Ohio, now makes a new heavy-duty material handling conveyor. It is the model 638 power-moved troughed conveyor.

Designed for construction field application, the new conveyor has simplified drive and controls. Heavy-duty frame and chassis permit handling heaviest loads and stock piling jobs with minimum maintenance.

The boom hoist is hydraulically operated.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 54

B-538. Burr-Lock is a new metal fastener designed to join wood and other materials. The burr is placed between two pieces of wood, driven together, so that the fastener is invisible.

B-539. The Ramsaw—a new electric portable circular saw—has a 6 $\frac{1}{4}$ -inch blade that cuts through 2-inch stock on a 45-degree angle. The $\frac{3}{4}$ -HP motor is housed in a lightweight aluminum. A built-in bevel and depth adjustment are easily adjusted and remain accurate.

B-540. A chisel-tooth blade, "the first designed specifically for portable hand saws," is now available for most Skil saws. It is said to stay sharp up to 30 percent longer. It has fewer teeth, minimizing vibration and side flutter.

B-541. The Adjusta-Fold door jack is made to aid the journeyman carpenter, production shop, or contractor in the field. It features folding construction, runner guides along the spine of the jack, rubber gripper feet, rubber bumper at hose, adjustable clamp-grip, and non-mar protection for work and work area.

B-542. The Celotex Flexcell expansion joint filler is a non-extruding filler made from long, spring-like cane fibers that are felted into a strong resilient board. They are saturated with an asphaltic compound that waterproofs them but does not plug up tiny air cells that give the board its compressibility.

B-543. A new grinding wheel bond, "XL," is made especially for tungsten-carbide tool sharpening. It is claimed to make vitrified silicon-carbide grinding wheels superior to any others.

B-544. A new method permits applying the lower layer of cellular glass insulation to ceilings without mechanical support. The lower layer can be adhered with hot asphalt to a flat surface. It must be applied before the hot asphalt has set.

B-545. Gifford-Wood container tongs allow the user to pick up and carry comparatively heavy, unwieldy small packages or cartons. The flat, serrated pressure plates are claimed not to mar the surface of materials carried and have successfully been used on rubber tile, glazed tiles, shingles.

B-546. The Foldaway Fence is built of heavy-duty wire finished in a baked-on aluminum. It is used for fencing off a small or large garden, bushes, or shrubs. It is 18 $\frac{1}{2}$ inches high and 6 feet long. Additional sections can be clamped on.

B-547. The Nu-Matic nailer is a pneumatic nailing tool said to cut nailing costs one-third or more. It will nail a minimum of 5,000 square feet a day, 1x6 on 16 inch centers.

B-548. Clark fork trucks of 2,000-pound capacity can now be equipped with a rotating roll clamp. It will handle rolls of not over 1,500 pounds on model 2024, and of not over 950 pounds on model 2015.

B-549. Di-Nor authentic reproductions of woodgrains have been introduced to round out the plastic Panelyte line of laminated plastic veneers. These woodgrains have the appearance of limed oak, walnut, mahogany, prima-vera, and maple. It is said that even experts have difficulty distinguishing them from real woods.

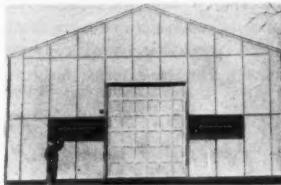
B-550. Wilbur and Williams' easily-brushable thick reinforced rubber-base coating is recommended for application to stair treads, ramps, garage aprons, and other floor surfaces to prevent slipping even when wet. Applicable to metal, wood, or concrete, it is made in tile red, light gray, and battleship gray.

B-551. Ames revolving shelves can be installed in existing cabinets to bring all contents to the front with a slight turn of the hand. Wall cabinet models are adjustable in height from 34 to 41 inches; base cabinet models from 24 to 31 inches.



333—Low-Cost Buildings

The Pioneer Company, 1202 Century Building, Pittsburgh 22, Pa., now has available for national distribution SteelCrete ready-to-assemble buildings. They are suitable for commercial, manufacturing, school, and



farm use, and can be inexpensively used for a ranch-type home.

The two main advantages of SteelCrete buildings are their speed of erection, with consequent savings in labor costs, and the insulation values of the Cemesto walls and roof, which are equivalent to a brick wall 18 inches thick.

They can be assembled into various size structures.



334—Wall, Floor Covering

The Sloane-Blabon Corporation, 295 Fifth Avenue, New York 16, N. Y., introduced 45 new wall and floor coverings at the Midyear Markets in



Right there when you need him!

Tough concrete problems got construction at a standstill? Just toss it to the Cumberland Service Engineer. He'll roll up his sleeves and dig right in—and you'll have the right answer fast.

Chances are the Service Engineer has solved a similar problem before. If not, he knows just where to go for the information. With years of

practical experience, with wide technical knowledge, the Cumberland Service Engineering Staff can handle your difficulty with ease.

So don't let that hot job grow cold because of a concrete puzzle. Call in the Cumberland Service Engineer and let him help you get things rolling again.

Cumberland

PORLAND CEMENT COMPANY
Chattanooga Bank Building • Chattanooga 2, Tenn.
Portland — High Early Strength — Air Entraining — Masonry

June. The wall coverings have a new alkali-resistant finish, Neo-Felt baking, saturated with Neoprene to make it more pliable and easier to cut and install.

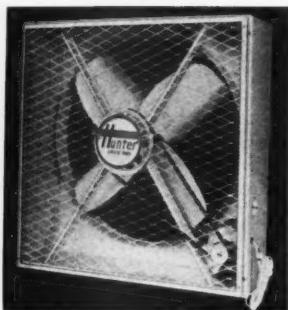
These wall coverings feature three shades of a single color to create a shadow-block effect, accentuated by actual grooved mortar lines between simulated ceramic tiles. Made in 54-inch widths, it comes in six different colors.

New floor coverings include a new Texfloor Terano tile line; resilient enamel rugs; yard goods with a Swedish modern pattern; a new linoleum tile called Crystaltex; new Texfloor Jaspe and Marbleton patterns, and new Koroseal and asphalt tile patterns.

Crystaltex is a heavy-duty linoleum tile with a predominating color, speckled with light and dark shades.



335—Window Fan



The Hunter Fan and Ventilating Company, Box 2858-E, Memphis 2, Tenn., has introduced a new 30-inch window fan that will cool from four to six average rooms at a time.

This quiet, belt-driven fan delivers 7,000 cubic feet a minute, enough to completely change the air every minute in a good-sized home or apartment. Electrically reversible, it can be used as a circulating fan in the day and as a ventilating or exhaust fan at night.

Made of heavy-gage steel with a durable baked enamel finish in light ivory, it has a protective mesh guard mounted on either the rear or front of the fan. The fan is guaranteed five years; the motor, one year.



336—Paint Removers

W. M. Barr and Company, 2336 South Lauderdale Street, Memphis 6, Tenn., announces a complete line of removers, preservatives, and cleaners that will bear the Klean Strip trademark. The company also makes other paint removers.

Included in the new line are Heavy Bodied Klean Strip-X paint and varnish removers, Metal Treat Concentrate, and Coppo preservatives.

Heavy Bodied Klean Strip is a semi-paste, especially useful on rounded, vertical, and overhead surfaces. Strip-X is for use where fire hazard is minimized; it is wax-free

and requires no after-wash. Metal Treat Concentrate removes quickly heavy deposits of rust and corrosion. Coppo copper-naphthenate preservative is based on a government specification formula for inhibiting and preventing rot, mildew, and termites.



338—Mortar Mix

Late next month, Longview Mortar Mix will be available to dealers in the Southeastern states served by the Longview Lime Corporation. During the past 15 months a huge, modern plant has been erected at Longview for making this new masonry cement.

Longview Mortar Mix will be light in color, highly plastic, and with high compressive strength, according to President Warren Lewis. It will fully meet all ASTM and federal specifications.

This Mortar Mix will be packed in an extra-ply and tough valve-type kraft bag. This product is promised to be up to the good standard held for Longview lime products since 1874.



337—Deodorant Bulb

The Westinghouse Electric Company, Bloomfield, N. J., announces a tiny lamp that dissolves odors with a triple dash of ozone, an air purifier.

This "Odorout" bulb explodes odor molecules in the air instantly, as ultraviolet radiations of special wavelength transform the oxygen around the lamp into ozone.

Burned in a special wall fixture, the 3½-watt lamp is recommended for kitchens, living rooms, bedrooms, clothes closets, medicine cabinets, and the offices of dentists and doctors.



339—Jalousie Window

The Union Aluminum Company, Sheffield, Ala., announces a new "competitively-priced" all-aluminum jalousie window that does not require weatherstripping.

It is said to provide a better fit than the old, weatherstripped method. The manufacturers say it will "withstand a lifetime of service."



340—Color-Grained Siding

The Ruberoid Company, 500 Fifth Avenue, New York 18, N. Y., now makes a new type of asbestos-cement siding. Known as Color-Grained asbestos cement siding, it is said to differ from other colored asbestos sidings in that it is brightened and enlivened by a pleasing interplay of light and shadow.

This fireproof, durable Ruberoid siding is presently available in rustic brown, birch gray, moss green, and mission ivory.



341—Refrigerator-Range

The Acme-National Refrigeration Company, 29 40th Avenue, Long Island City, N. Y., has introduced a combination refrigerator and electric range, known as the Acme Dual-Purpose.

The unit has two electric burners and 5.8 cubic feet of refrigerator space.

Ideal for small apartments, motels, and cabins, it is 36 inches high, 27 inches wide, and 26½ inches deep.

PUBLIC RELATIONS

(From page 33)

present customers, and find it easier to operate at a profit, because Good Public Relations increases your prestige, gives people greater confidence in you, and makes them more willing to deal with you.

4. You will increase the demand for materials because a successful Public Relations program will persuade the public to spend a larger share of their incomes for building or improving homes, barns, stores, and other structures.

Protecting and improving your own Public Relations is highly important, but it also is very necessary that you help improve the relations of your industry with the public.

That is true because you are sure to suffer if the retail lumber industry comes into public disfavor . . . and you are sure to gain when the industry and its services are well thought of by the public.

Abraham Lincoln declared that "public sentiment is everything; with public sentiment nothing can fail; without it, nothing can succeed. Consequently he who holds public opinion goes deeper than he who enacts statutes or pronounces decisions. He makes statutes or decisions possible or impossible to execute."

ANOTHER ADVANTAGE OF BUILDING WITH HOMASOTE . . .

IN ONE MATERIAL:
**ROOF SHEATHING
 PLUS
 INSULATION**
 for **ASPHALT,
 ASBESTOS or WOOD SHINGLES**

• In many thousands of homes, Homasote is now serving as under-flooring, exterior wall sheathing and roof sheathing. In every case the Homasote provides great structural strength and maximum insulating value as well as an efficient, fast, economical and easy-to-use sheathing material.

Now—with Homasote and the Viking Staple—asphalt or asbestos shingles can be applied directly to the Homasote sheathing. Furring strips, 12" on centers, are applied to the rafters. The pre-expanded Homasote is then nailed to the furring strips. The shingles are applied to the Homasote in the usual manner, using $\frac{3}{4}$ " Viking Staples. The staples cross and lock in the Homasote—providing a holding power which has been tested with wind velocities up to 110 miles an hour!

For wood shingles—the pre-expanded Homasote is applied directly to the rafters. Furring strips are then applied to the face of the Homasote and nailed into the rafters at whatever centers the shingle size demands. The air space between the shingles and the Homasote further increases the insulation value and prevents rotting of the shingles. For this application, we recommend the use of Homasote nails, specifically designed for this purpose.

For both new construction and re-roofing—with asphalt, asbestos or wood shingles—you gain many advantages when you use Homasote for roof sheathing. Homasote is more economical—will not rot out. Remember also—Homasote's big sizes, up to 8' x 14', mean fewer handlings, fewer nailings, less labor, than are required with materials of smaller size.

Write today for literature and specifications data showing the many uses of Homasote. Please give us the name of your lumber dealer!

HOMASOTE COMPANY, Trenton 3, N. J.



... in Big Sheets up to 8' x 14'

... oldest and strongest insulating-building board on the market

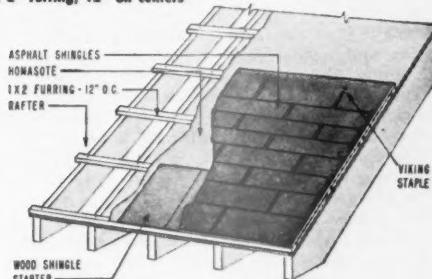


Nova Sales Co.—a wholly-owned Homasote subsidiary—distributes the Nova Roller Door, Nova-I. P. C. Water-proofing Products, the Nova Shingle and Nova-Speed Shingling Clip and the Nova Loc-Nail. Write for literature.



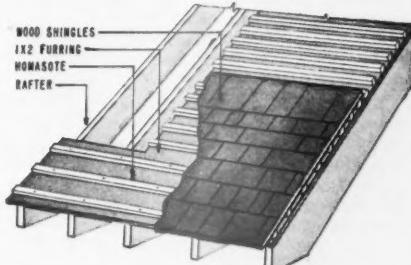
With ASPHALT or ASBESTOS SHINGLES

1" x 2" furring; 12" on centers



With WOOD SHINGLES

1" x 2" furring on centers determined by shingle size



THE VIKING STAPLE
 crosses and locks
 in the Homasote



"EXTRA TOUCH"

(From page 24)

What are these "extra touches" that Nailling gives to designs? Well, the photos on pages 23 and 24 show typical evidences.

No matter how simple the floor plan and wall design of a home, Nailling finds that families—and especially the ladies—appreciate a screen door or front entrance that is "distinctively different." Therefore, he has drawn up over 20 designs of screen doors that can be profitably made of wood at a fair price in his millwork shop.

While conventional red clay brick were scarce, Nailling happened to take a short vacation trip to Miami, Florida, where he noted the attractiveness and versatility of pastel-colored slump brick. In working out later designs, he specified slump brick and the customers were fascinated. So, he ordered a carload of this material and easily sold it at his customary margin of profit.

Riding by a concrete products plant in nearby Mayfield, Kentucky, last year, Nailling noticed the square-encased circular concrete flues drying in the sun. What a decorative material to dress up walls and entrances! he thought. Later designs proved this "extra touch" hunch.

An ornamental iron rail, a brass mailbox, a black wrought-iron house number or nameplate—any one or a combination of such specialties will lend individuality to a house at low cost, he has found.

The interior of The Grill, pictured on page 24, incorporates other Nailling notions. Sliding doors that separate the group dining room and the "public" sides of the restaurant, are paneled with translucent corrugated glass instead of wood. The serving counter is "toed in" with a slanted foot-rest so patrons may sit on the chrome stools comfortably.

Nailling "killed two birds with one stone" by designing a combination hat rack and "screen" to make private a smaller dining room. The screen panel is of corrugated asbestos board.

To enlarge a small house for apartment rental, Nailling added a modern combination kitchen and dining room by building a shed-type roof off to the side, with

concrete slab topped with asphalt tile floor. The walls are paneled in knotty pine. The dividing bar and serving counter is topped with plastic laminate, surfaced with sloping striated plywood, with handy shelves built in on the kitchen side.

For pleasing architectural lines, Nailling finds that it is best to use the same window design all around the house. This means that, though different in sizes, all windows in the structure are of the same material—wood or metal—and with the same number of lights—two over two, four over four, etc.

Nailling specifies lighting fixtures, which customers can see and select from "installations" on the ceiling of his salesroom.

The store's hardware department is full of demonstration locksets, night latches, and other builders' items for easy, distinctive choices.

A good, distinctive design is essential to getting most of the profitable building jobs, Nailling admits, but he emphasizes the fact that dealers need to do two other things also:

1. Advertise regularly.
2. Stock and display good merchandise so customers can see it before and while they are in the market for building materials, equipment, and supplies.

Although laid out 25 years ago, the store of the Nailling Mill and Lumber Company in Union City, Tennessee, is more modern and productive of impulse sales than the majority of the dealers' stores that have been finished since Pearl Harbor! And to supply those "impulses" before they fade away and die, Nailling has one of the most diversified, if not largest, stocks of building supplies in the Mid-South.

This brunet bachelor considers his "luckiest break" in business resulted in his novel newspaper advertising program. When solicited by the publisher of the small local daily newspaper for an advertising contract three years ago, Nailling was convinced that short, plain "filler type" listings might be the best advertising style. The publisher offered to run as many as 12 of these listings a day for only \$240 a year!

Mrs. Helen G. Strub, floor saleswoman who specializes in paint and wallpaper sales, prepares the copy once a week after consulting with the co-owners concerning themes, specials, and other con-

siderations. To the publisher is sent 12 or more listings to be set and run each day during the week, on different pages below editorial items.

Union City Daily Messenger subscribers have become so accustomed to this advertising, Nailling reports, that they call his store for certain materials and supplies that had been advertised by other merchants in their display advertisements!

A common theme, or approach, often is used in the copy for the week. For example, one week in April, the firm's advertisement listings all began with this phrase, "Now is the time to . . .

"replace that old mailbox with one of the new polished brass ornamental boxes from Nailling Mill and Lumber Company."

Before World War II, in which Nailling served as a captain in the U. S. Engineers Corps, his firm built light structures and homes. But since the war they have left the contracting to builders and have concentrated on plans and material sales.

As long as contractors will take jobs and pay their bills, Nailling is satisfied to keep satisfying customers with his "extra touch" designs and satisfactory deliveries of modern materials and supplies.

"Invisible Doormen" Make Pittsburgh Debut

The Grant Building in Pittsburgh, Pa., on May 31 became the first office building in the world to offer service at all its entrances and exits by "invisible doormen."

The robots which open and close heavy glass doors in an almost magic manner are Pittcomatic hinge units invented by Engineer George L. West and developed by the Pittsburgh Plate Glass Company.

The invisible doormen's magic-like operation is controlled by a tiny switch, so sensitive that the moment the door handle is touched or lightly pulled, the door opens by hydraulic action. A one-third horsepower motor is responsible for the opening force—a smooth hydraulic action which prevents violent opening and safeguards the public by its gentle, silent operation.

One of the major attributes of the Pittcomatic doormen is their ability to operate with a smooth, easy action even in the face of heavy winds.

For Sales Action . . . Sell Jackson!



*One of America's
Leading Lines*



Approved by the
American Gas Association

**So GOOD
it carries a
10 YEAR
Guarantee**

**Jackson Automatic Gas Water Heaters
Offer You Excellent Profits**

Jackson stands firmly behind you in guaranteeing its water heaters to home owners. So confident do we feel about the quality of materials and workmanship in our heaters that we guarantee them for a full ten years under our warranty and protections plan. This added sales feature makes these heaters sure-fire with home owners, offering you an important source of new business.



Phone, wire or write today
for details on the Jackson
products and franchise.

W. L. JACKSON MFG. CO.

1222 East 40th Street

CHATTANOOGA, TENNESSEE

J. A. LLOYD FACTORY SALES AGT.

Warehouse Stocks Carried

375 Whitehall St., S.W.

ATLANTA, GEORGIA

Telephone WAlnut-6248

2506 Lucena Street

CHARLOTTE, N. C.

Telephone 5-8258

JULY, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

DEALERS

in the NEWS

GEORGIA

ALBANY: The Hodges Builders Supply Company here will open their beautiful new sales and office building to suppliers and friends on July 11.

SAVANNAH: T. Lawrence Palmer, Jr., partner in the ownership-management of the Savannah Planing Mill Company, is the new president of the Savannah Lions Club. He attended the recent Lions International convention in Atlantic City, N. J.

RICHLAND: The Z. L. Coffin Furniture Company has closed out its furniture and stocked a supply of building materials. Located on the Columbus-Dawson highway, the unusual "country store" attracts much attention.

KANSAS

BLOOM: Bill Smith is new manager of the Cooperative Lumber and Supply Company yard here. Bill Burnett, who headed the yard for three years, has bought a yard in St. Paul, Kan.

OVERLAND PARK: Frank Paxton, Jr., has moved here from Chicago to assume management of the Frank Paxton Lumber Company. He was elected president to succeed his father, who died May 16.

DELPHOS: John R. Wilcox has moved here from Lincoln to manage the Leidigh-Havens Lumber Company.

GARNET: Roy Hyson has purchased the building and fixtures of the Colony Lumber and Hardware Company from J. K. Brunk.

GREAT BEND: D. W. Hamilton retired last month after more than 51 years in the lumber business. For the last 33 years, he was with the Great Bend Lumber Company. Replacing him as manager is O. W. Hetrick.

WICHITA: The Alexander Lumber Company recently underwent a "face lifting." The office space has also been enlarged.

STRONG: Leslie Pierce has assumed management of the Strong City Lumber Company.

CLAY CENTER: The F. E. Howell Lumber Company has been sold by the owner, Forrest Howell.

LOUISIANA

BASTROP: The Economy Lumber and Supply Company recently reopened in a new building at 1129

Colliers Lane. Its new slogan is "Not Grown, but Growing."

EUNICE: Damage estimated at \$3,000 was done to the Duplication Brothers Lumber Company sheds by a wind and dust storm recently. Motorists driving a quarter of a mile from the sheds said pieces of roofing flying across the highway looked like sheets of silver foil being tossed and wrapped around power lines.

LAKE CHARLES: J. Paul Smith, Inc., has filed articles of incorporation. Capital stock of the building supply firm is listed at \$45,000.

LAFAYETTE: The Krause and Managan Lumber Company has bought a site on Oak Avenue to open a new lumber yard.

MISSOURI

BRUNSWICK: Arthur Newsom has replaced Uriel C. Recob as manager of the Brunswick Lumber Company. Recob has been transferred to a yard in Higginsville, also owned by the Hicks-Brown Lumber Company.

KNOX CITY: The Strickler lumber yard, which has operated here

under this name for 50 years, has been sold to the partnership of Herzog and Ingram. Ted Ingram also owns wholesale lumber businesses in Quincy and West Quincy. Herzog, who will run the new partnership business, has been associated with Adair Lumber Company yards.

NEW HAVEN: The C. J. Harris Lumber Company has completed its modern new lumber yard in downtown New Haven. It replaces the yard that was destroyed June 30, 1950. The firm held a grand opening recently to show off the building to its friends.

MOBERLY: The Long-Bell Lumber Company has bought the Daniels Lumber Company yard here and those in Columbia, Marshall, Boonville, and Richmond. Robert L. Russell, who managed the Daniels yard in Moberly for 22 years, declined Long-Bell's offer to remain as manager. His successor is W. B. Mich, former assistant manager.

LIBERTY: The Banks Lumber Company held its official opening in a new office recently. Movies of the lumber business were shown and prizes given to all who attended and registered.

ARKANSAS

MAGNOLIA: The Magnolia Builders Supply Company recently completed interior decoration of the new section that more than doubles the size of the company's buildings. The firm now has 25,000 square feet under roof, including the lumber warehouse.

NORTH CAROLINA

GREENVILLE: Fire caused an estimated \$125,000 damage in de-



stroying the Perkins Lumber Company yard recently. Owner James J. Perkins said the loss was not covered by insurance.

CHARLOTTE: The Fox Tile Company, with capital stock listed at \$100,000, recently received a charter to deal in building supplies here.

LINCOLNTON: Nearly 800 persons visited the new store and office building of the Seth Lumber Company here on June 16. Pocket pencils and screwdrivers, bubble gum, suckers, and soft drinks were distributed. Unique is the Church Display, where the staff holds a devotional service each morning.

FLORIDA

BRADENTON: Dan Stewart, of Stewart-Bell, Inc., has announced his firm's acquisition of the warehouse and lumber yard of the Cypress Lumber and Supply Company. The new property will double the floor space and storage facilities of his company.

TEXAS

MIDLAND: William Cameron and Company has established a lumber and drilling supply yard for oil fields here. Jack Porter, Cameron's yard manager in Crane for 21 years, is the local manager. V. G. Stolte is the firm's Midland division manager.

DAINGERFIELD: The Moffett Lumber Company's new offices here were opened to the public recently. All visitors were presented a small gift. Lester Davidson is manager.

BLOOMINGTON: The Wilhelm Building Material Company, which opened in Victoria less than two years ago, recently opened a branch yard here. W. A. Brown, brother-in-law of owner Paul E. Wilhelm, is manager.

BRIDGEPORT: Dale Eales, who has managed the Gary-Nees Lumber Company here for the past seven years, has moved to Vernon to be associated with a lumber firm.

HALE CENTER: Manager J. C. Miller, of the R. B. Spencer Lumber Company, says his firm is in the process of remodeling and expanding its facilities and services.

ARLINGTON: The Ferguson Lumber Company will soon have a new one-story office and display addition to its present yard facilities.

NAVASOTA: Alex F. Mewis, manager of the Baylor Lumber Company for eight years, has bought a yard at Bellville. He had formerly been associated with the Spencer-Sauer Lumber Company until 1943.

BAY CITY: The Alamo Lumber Company recently conducted a two-day cooking school. Mrs. Evelyn Cave, of the Maytag Company, was "teacher."

DALLAS: The 25-year-old Brewington Lumber Company has moved to new, larger quarters at 2505 Hawes. The main office has air-conditioning, central heating, and

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DURABLE BAKED FINISH

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... baked on for extra lustre
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Sheets come in solid colors, 4" x 4"
tile effect, Leveline (horizontal lines
on 8" centers) and Leatherwood.

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Superlite Panels are sheets of Masonite Preswood, surfaced with a high-gloss, durable baked-on plastic finish in eleven colors. Available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in sheet size 4 ft. x 8 ft.

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2,400 square feet of floor space. . . The partnership of the Clem Lumber Company has been dissolved. Its successors, organized by R. H. Clem, R. D. Gibbs, and J. D. Roach, are the Clem Lumber Company, Inc., and the Clem Millwork Company. Clem is president. Gibbs is vice-president and general manager. Roach is secretary-treasurer. . . The Davis-Johnson Lumber Company, burned out in a five-alarm fire last October, moved into a new brick office recently. The new building contains about 3,000 square feet of office and display space.

CLEBURNE: The Transit Mix Concrete Company opened here recently to supply mixed concrete ready for pouring into forms.

AUSTIN: Raymond Dear, of the Calcasieu Lumber Company, recently addressed the Austin Real Estate Board on the outlook of securing building materials in months ahead. . . R. G. Mueller, Sr., also of the Calcasieu firm, was honored recently for completing 50 years of service with the company. Some 250 guests attended the dinner. He joined Calcasieu as a shipping clerk and rose to the management of the firm.

ROCKWALL: Mrs. H. H. Hardin has bought the interests of Clyde Powell, thus becoming sole owner of the Rockwall Lumber Company. Hardie Mayes manages the yard, which opened over a year ago.

PADUCAH: Construction is underway on a new office and display room for the Higginbotham-Bartlett Lumber Company. The old office will become a warehouse.

WACO: Lee Lockwood, owner of the Waco Lumber Company and 33rd degree Mason, has been made deputy of the Supreme Council in Texas. He served as Grand Steward of the Supreme Council in 1948.

GALVESTON: Customers of the Galveston Lumber Company were invited to visit the firm's new quarters on Saturday, June 2.

SOUTH CAROLINA

DILLON: The Dillon Lumber Company was granted a charter of incorporation.

GEORGETOWN: Joe L. Tamsberg, manager of the Georgetown Building Supply Company, was recently elected president of the Lions Club.

CHARLESTON: Harts, Inc., has been granted a charter of incorporation to sell hardware, building, plumbing, and electrical supplies.

Obituaries

JAMES E. JONES, 77, for 25 years chief inspector for the Southern Pine Association, died at his home in Jaxin, Ga., June 23. "Parson" Jones, as he was known in the industry, joined SPA in 1915 and was made



F. L. Carmichael, in apron, recently resigned as general manager of the Fort Worth, Tex., division of the Lone Star Gas Company to devote all his time to running the Western Builders Supply Company, Fort Worth. Here he explains advantages of a lockset to interested customers.

chief inspector almost immediately. He assumed other duties with the association in 1940 and retired in 1948. He leaves a widow, four daughters, and a son.

SPENCER D. BALDWIN, Hackensack, N. J., past-president of both the New Jersey Lumbermen's Association and the National Retail Lumber Dealers Association, died June 10 shortly after returning from a trip to Florida "for a complete rest." A few weeks before he went to Florida, Baldwin was elected "president emeritus" of the New Jersey group at a testimonial dinner. He was one of the founders of the national association and an outstanding retail dealer in this area.

BERT MASON KELSY, 77, retired lumberman of Dallas, Tex., died May 25 after three years of ill health. Before his retirement, he had owned lumber companies in Fort Worth, Beaumont, and several other Texas cities.

ALBERT S. YANCEY, SR., 78, for 50 years manager of the Yancey Bark and Lumber Company in Charlottesville, Va., died June 3. He was a Master Mason, former director of the National Bank and Trust Company, and member of the First Methodist Church. He leaves a widow, two sons, and three daughters.

RICHARD ERNEST MARKS, 73, Clarksville, Va., lumber dealer, died unexpectedly May 29 in Knoxville, Tenn., while en route to his summer home in Hot Springs, Ark. His son and two grandchildren survive him.

JOHN L. DAWKINS, 43, died June 8. He founded the Dawkins Lumber Company 17 years ago in Fayetteville, N. C., with his brother, Charles R. Dawkins. He was a member of the N. C. House of Representatives from Cumberland County, a past-president of both the Fayetteville and North Carolina Exchange Clubs, and a member of the Elks, Moose Club,

Knights of Pythias, and Baptist Church. He is survived by a widow, three sons, and his parents.

NORMAN SIDNEY SORRELL, 63, who operated a building material business in Carey, N. C., for 20 years, died June 6. For the last four years he had been in the real estate business. He leaves his widow, brother, and three sisters.

FRANK PAXTON, SR., 63, president of the Frank Paxton Lumber Company, Overland Park, Kan., died May 16. The Paxton firm has branches in Des Moines, Chicago, and Fort Worth, Tex. His son Frank, Jr., succeeds him as president of the firm. Surviving him are his widow, three sons, and three grandchildren.

THOMAS SAMUEL GRAYSON, 80, died June 17, four days before his 81st birthday. He had owned several sawmills and at the time of his death was a partner in the Foster-Grayson Lumber Company of Emerson and Magnolia, Ark. He is survived by a widow, three daughters, son, eight grandchildren, and seven great-grandchildren.

CHARLES F. FEHLIG, 78, president of the Fehlig Brothers Box and Lumber Company in St. Louis, Mo., died June 24 from a cerebral hemorrhage. He was a Catholic layman.

W. A. (WICK) RANSOM, 72, past-president of the Gayoso Lumber Company and the W. E. Ransom Lumber Company, died June 23, in New Orleans, La.

Texas Assn. Committees Named by Milstead

W. B. MILSTEAD, new president of the Lumbermen's Association of Texas, has appointed the membership and legislative committees for this year. Prizes are being awarded as usual for bringing in new members between now and the next convention.

Warren F. Keys, Marshall, and Ralph Campbell, Fort Worth, are co-chairman of the Membership Committee.

In addition to board members, other membership committeemen are Vern Carlson, Edinburg; John Deffebach, Abilene; C. L. Dobbins, Austin; S. S. Forrest, Jr., Lubbock; Louis Gloor, McAllen; Thomas A. Jones, Brady; A. E. McCain, Tyler; J. B. Moffett, Longview; Rhom Pennington, Sherman; Richard L. Saunders, El Paso; Frank Sims, San Antonio; Marion Stephens, Wichita Falls; L. B. Wehring, Corpus Christi; Lamar G. West, Leveland.

Chairman of the Legislative Committee is Roy Gaither, Waco.

Other committee members are G. H. Zimmerman, Waco; Joe Stein, Fredericksburg; John Armstrong, San Angelo; Lionel Campbell, Temple; A. B. Cover, Seguin;

Forrest A. Dinn, San Antonio; C. L. Dobbins, Austin; Fred Elbert, Wichita Falls; Clyde Penry, Fort Worth; W. H. Peterson, El Paso; Ray Coale, Beaumont.

Wilkinson Heads Asbestos Association

William R. Wilkinson, vice-president for sales, Johns-Manville Corporation, was elected president of the Asbestos-Cement Products Association at the annual meeting on June 20 in New York City. He succeeded Clifford F. Favrot, president of Asbestone Corporation, New Orleans.

D. W. Widmayer, vice-president and sales director of Keasbey and Mattison, Ambler, Pa., was chosen vice-president of the industry group. Robert J. Tobin, president of Tilo Roofing Company, Stratford, Conn., was named treasurer. Chester C. Kelsey, of New Canaan, Conn., was re-elected secretary.

Laurence W. Clarke, vice-president in charge of sales, Philip Carey Manufacturing Company, Cincinnati, O., was added to the board of directors.

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Texas A. & M. Turns Out Prospective Dealers

WHEN BOB AMASON of Amarillo stepped up to receive his diploma at Texas Agriculture and Mechanical College last month, he became the first graduate of an accredited Texas college tutored for a career in the retail lumber industry.

But Bob Amason did not make a connection with a lumber yard, as had been expected. He had several attractive offers and he could have entertained others, for several firms were interested in employing the first graduate. His career in lumber was postponed at the request of Uncle Sam, who held a priority on Bob's services, for the Army Air Corps.

As a graduate of the Department of Business Administration with a major in building products marketing, Amason constituted the entire class of '51 available, presumably, to the retail lumber industry. That is because the course at A. & M. is only two years old.

But, barring unforeseen interference, the course will graduate 15 young men next June and an equal number in 1953.

In addition to Amason, a member of the '52 class, Bob Haynie of Abilene, has completed the required practical experience by working during summer vacations in a lumber yard. As conceived by the college Department of Business Administration, of which T. W. Leland is head, the course puts emphasis on a requirement of 18 weeks of practical experience in the building supply industry. Twenty-four weeks of such training is recommended.

Ralph C. Hook, Jr., assistant professor and coordinator for the building products marketing course, says the school has no trouble whatsoever placing majors

in such training positions. All of the youths enrolled, however, will not work in lumber yards this summer, because a substantial number must attend military camps or continue schooling.

The student engaged in this training is required to complete a detailed questionnaire concerning the job soon after beginning his work. From this questionnaire the coordinator determines the subject matter for two written reports required of the student. The purpose of such reports is to focus the attention of the student on specific activities of the company of which he is a part.

At the end of the employment period, the employer is requested to complete a rating form on the student. This form covers such qualities of character as efficiency, initiative, dependability, aptitude, cooperation, and judgment. Additional remarks are encouraged through direct questions concerning the student trainee. Employers have been most cooperative in performing their part in this educational program.

What is considered to be a fully comprehensive four-year course of specialized training was developed at A. & M. with cooperation of the National Retail Lumber Dealers Association and the Lumbermen's Association of Texas. After a visit to A. & M. last spring, Gene Ebersole, executive vice-president of the Texas association, said:

"A surprising number of the boys come from outside our industry. They seemed pleased to know that we are interested in them, and they appreciate the assurance of help from us in getting located in a good yard upon completion of the course. From the attitude of

the boys and the questions they asked, I feel certain our members will be happy to hire any of them when they are ready."

"Quite a number of transfers are being made from the architectural school at A. & M. into this one. It seems that the architectural profession is over-crowded at the present time and the boys feel that our field offers better opportunity."

In June, 33 students were taking the course. They came from more than 20 Texas communities and from Shreveport, La. Only a few are from families engaged in the marketing of building supplies.

"One of the conditions that prompted this curriculum in building products marketing was the realization by leaders in the industry that they were not attracting enough young men to the field," Professor Hook commented. "This course of study affords a medium which should help to remedy this situation."

"The students in the program come into contact with the people from the industry while obtaining their required experience and also when these people visit our campus."

The story of opportunity in the marketing of building products gets a bigger and better audience this way. The program of having men from the industry visit the campus to conduct discussions and get acquainted with the students has only been started.

"Interest is growing. With increased enrollment it will be possible to offer a better and more diversified program. An example of this would be the establishment of separate sections, such as in cost accounting."

A typical group of the students who are enrolled in the course in building materials marketing at Texas A. and M. College is seen here with the first graduate, Bob Amason. In front of the students is Professor Ralph C. Hook, Jr. Standing in rear is Jack Steele, who will be in charge of the course next semester. The students in the front row, from left, include R. L. Baxter, R. L. Haynie, Bob Amason, F. A. Cox, J. D. Stein, and J. B. Roberts. Back row includes D. E. Krueger, G. C. Merbeth, T. J. Savage, and Dan Walker.



Texas Cats Frolic at Corpus Christi

Texas Hoo-Hoos are still talking about the hospitality of the Corpus Christi chapter at the district Hoo-Hoo meeting held in the coastal city the week-end of June 23-24. Nearly 150 lumbermen and their wives attended this new kind of Hoo-Hoo gathering.

In the enforced absence of Lynn Boyd, of Pampa, Grand Snark of the Universe, Clifford Schorling, the Supreme Gurdon, of Kansas City, was the highest ranking official present. He and his wife joined Texas couples for their first deep-sea fishing trip Saturday morning.

The evening of fellowship and merriment included a cocktail party, dinner, floor show, and dance in the Terrace Room of the Hotel Driscoll. Alex Johnston served as master of ceremonies.

The ladies took a cruise in a yacht in Corpus Christi bay Sunday morning while the men held a Hoo-Hoo meeting. The work of Lynn Boyd was praised and a Lynn Boyd special train from Texas to the Miami Hoo-Hoo convention was proposed.



Four Texas Hoo-Hoo Clubs were represented at the district gathering in Corpus Christi by the Cats smiling in the top picture. From left they are Gillette Tilford, of Nacogdoches, president of the East Texas Club; M. R. (Wig) Erwin, Houston Club president; Doc Odum, head of the host club, and Forrest Dinn, representing the San Antonio chapter. Visiting dignitaries at the function are grouped around the "Great Black Cat" in the lower picture. From left they are Mr. and Mrs. W. B. Milstead, Gene Ebersole, and Mrs. and Mr. Clifford Schorling.



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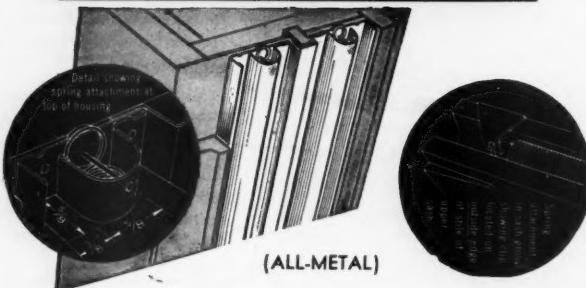
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Sales of Acoustical Materials Multiply

Sales of acoustical building materials have increased twenty-fold during the past 15 years with the greatest percentage growth recorded during the last five years, Wallace Waterfall, executive secretary of the Acoustical Materials Association, told the American Society of Testing Materials at a special acoustical symposium in Atlantic City, N. J., June 22.

"Today the sales of acoustical materials amount to more than \$20,000,000 annually," Waterfall said, "and the installed footage amounts to approximately 150,000,000 square feet annually."

The growth of the industry is in part due to the increased noise of the machine age, Waterfall explained. "The ever-increasing noise of our machine age increases the demand for noise-reducing materials. It can now be truthfully said that no modern architect plans a major new building without specifying some acoustical materials. Old buildings, too, are rapidly taking advantage of the opportunity to modernize acoustically."

While control of sound is becoming increasingly important in industry and in communities generally, the largest sale of acoustical materials, at present, is in the field of room-noise correction, William Jack, of the Johns-Manville research center, said in the acoustical materials symposium.

Georgia First State To License Foresters

With the recent swearing in of a five-man board of registration, Georgia became the first state in the nation to license professional foresters.

Requirements for registration are graduation from a forestry school approved by the board and an additional two years of work, or the passing of a written examination plus six years of active work in forestry.

Members of the Georgia board include Guyton DeLoach, director of the State Forestry Commission; Harley Langdale, Jr., timber operator; Charles F. Evans, president of the Society of American Foresters; B. E. Allen, Jr., Union Bag and Paper Corporation, and A. E. Patterson, professor of forestry at the University of Georgia.

PAUL KLEIN

(From page 29)

Paul Klein has owned and driven almost every make of automobile except a Cadillac.

He was elected to the state senate in 1912 and served one four-year term. He has since steered clear of politics.

Many experienced lumbermen around Iola predicted that Klein would go broke when he bought his first yard, during an oil boom. But it didn't work out that way. He was one of the three who remained successfully in the building supply business after the oil boom subsided.

Klein joined the local lumbermen's group even though he was a small duck in a big puddle. He went to their meetings where they talked in astronomical figures about heavy lumber, beams, and industrial building material.

He had to buy two carloads of lumber to be eligible to join the newly-formed Southwestern Lumbermen's Association, and so Klein bought one carload and sold it to pay for the second. He remembers the day when he bought carloads of lumber for \$300 to \$400. Today the freight on a carload of lumber is more than \$800.

His grandson, Klein Boyd, joined the firm four years ago and now assists in the management of the business. He has been Klein's special pupil and has been able to study many aspects of the lumber business which were not available to his grandfather when he started in the lumber business. While on the West Coast together recently, they visited the Long-Bell plant in Longview, Wash., and it was recalled that this company had sold lumber to Paul Klein before 1900.

As S*B'S pointed out in a story about Paul Klein in our September, 1946, issue, he has been a success largely through selling to and helping local farmers.

Klein has several "recipes" for being a business success. He says in order to be a success in life you must follow the steps of men who do things, because those who do not do things are failures.

He advises preparation. "You must prepare yourself and keep in shape to become successful—and that means good physical condition, too," he points out.

"You must be sure your customers are satisfied with all merchandise and all transactions. We try to keep our minds receptive to customers' ideas instead of trying to force our own ideas on the customer."

Klein has definite ideas on personal matters, too. Tiring of annual presents of socks, ties, and shirts from his two married daughters at Christmas, he last year issued an order that they present him with something different. The result was a handsome framed painting of "The Gay Philosopher," that now hangs

over his desk. Pretending not to know the meaning of the word "philosopher," he asked them what it meant.

"If it means hoss-thief, I don't want him in my office," he told them, while busily thumbing through a small dictionary.

Other lumber dealers who are golf fans will want to know Paul Klein's score in his 95th year. That is something which each dealer should discover for himself—and those interested are invited to take their clubs to Iola, where Klein will give them firsthand information on the green.



SHINGLSTIK, the permanent adhesive for Asphalt Shingle Roofs, opens the door to more profits in two ways:

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Shinglstick COMPLETES the proper application of Asphalt Shingles for NEW and OLD roofs.

Regardless of the wind factor, it is recommended that SHINGLSTIK be used up the rake on all asphalt shingle jobs and for the last 2 or 3 courses along the ridge on those not having the self-locking feature.

SHINGLSTIK is "tailor manufactured" to seal for the lifetime of the roof.

SHINGLSTIK "sets up" fast and has unusually high adhesive qualities. It has some "tack" upon application . . . resists direct pull after just 4 hours . . . shingles cannot be separated without tearing within 2 or 3 days.

ORDINARY ROOFING CEMENTS DO NOT MEET THESE IMPORTANT SPECIFICATIONS.

INSURANCE COMPANIES RECOMMEND IT

The following is a direct quotation from printed material put out by numerous insurance companies:

"If the asphalt shingles are of the "3 in 1" or "strip-shingle" type, use quick-setting roofing cement and cement down the tab of every shingle. This must be done even if the shingle is laid only four inches to the weather.

Where "lock-butt" or "Dutch-lap" type shingles are used, the starter course of shingles and the terminal shingles at the rakes should be additionally secured by cementing down with a quick-setting asphalt roofing cement during application."

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is available in cartridges or in 10 lb., 50 lb. and larger containers. It is quick and easy to apply with caulking gun and putty knife or paddle.

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PLEASE INDICATE YOUR PRINCIPAL SOURCE OF ROOFING AND BUSINESS CLASSIFICATION WITH YOUR REQUEST.

RESORT COTTAGES

(From page 30)

in Cartersville recently bought booklets to hand out to all those who came in to seek information for building a cabin on the lake. This booklet—"The Book of Cabins and Cottages"—was published by the Home Plan Book Company, St. Paul 4, Minn. It contains 67 designs, ranging from small log cabins of about 150 square feet to larger cottages with three bedrooms.

The Knight company also has increased its stock of fishing equipment. Sales for such equipment have jumped 25 per cent during the two years that the lake has been stocked with fish, which is exceptionally high considering the great number of local firms of all types that started featuring fishing equipment.

The Acme Lumber Company in Acworth—a lakeside town through which Atlanta traffic passes on the way to the lake—has displayed a sign conspicuously in front, reading "Lake Site Information." This sign has caught the attention of many a potential customer long

before the idea of a summer camp was fully rooted in his mind.

Owner George H. McMillan is prepared to offer information not only on camp sites for lease by the government but also on privately owned plots and developments.

Long an active servant of his community through civic clubs and projects, McMillan was on the lake committee while serving as a county commissioner. Now he is working to try to speed leases to private persons from the government along the lake.

He is given much credit for getting the Acworth dam built to provide a small section of Lake Allatoona with a constant water level so that it could be used as a public park. He is now a member of the Acworth Lake Authority.

Aware that many people don't want to spend much money on a summer cottage, the Acme Lumber Company's manager, E. D. Borders, is prepared to shave down the costs to a minimum and to help plan even the smallest cabin. "Retired from business," he was persuaded a year ago to manage the newly-formed Acme Lumber Company.



selling Penta is easier than ever!

Your customers are home-repair-and-modernization conscious this year... and increasingly aware, through national advertising, of the advantages of applying Penta solutions whenever they rebuild or repair anything made of wood.

Penta Water Repellent Preservative is packaged in pint, quart and gallon cans. It's inexpensive, easy-to-use and highly effective. When is Penta going into your store?

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Borders had owned his own retail lumber company, had been associated with a construction firm, and had worked as a draftsman for an architectural firm. So he is thoroughly familiar with all phases of home-building.

When a customer brings in his ideas for a cabin or cottage, Borders draws up plans for it and makes a material list. No charge is made for these plans.

"Sometimes they don't get around to building—or may decide to buy their materials from another firm," Borders says. "That's just a risk we take in drawing up plans without cost."

Unless the customer especially wants to turn the job over to a contractor, the Acme Lumber Company will hire carpenters and direct all work. This system has two advantages:

1. It cuts labor costs.
2. Some customers prefer to do part of the work themselves, stopping construction at various points. This can not be done when a contract is signed.

A local masonry company puts in the foundations. "Occasionally a customer will want only the foundation, framing, and roof put up—or perhaps the outside wall, too," Borders points out. "Then he finishes up the rest in his spare time and on week-ends. Some customers buy only the materials they need at one time."

The Acme company can supply everything for the home above the foundation. Since there is no water system around the lake and wells must be drilled, the company frequently suggests that a group of cottage owners join together in developing a "neighborhood" well.

The company has supervised the building of several lake homes as large as 1,800 square feet.

It also has built two floating docks. Since docks must first be approved by the government, the Acme Lumber Company takes care of all these details, too.

When the Acworth Park project is a little more developed, McMillan plans to put picnic tables and benches throughout the grounds to advertise the company.

Giveaway matchbooks advertise the Acme Lumber Company as the "gateway to Allatoona."

In addition to selling building materials for cabins and docks, the Gilreath Lumber Company in Cartersville has facilities and personnel to build fishing boats.

Glenn Littlefield, head of the

Gilreath millwork shop, says he has missed "only three Sundays at the lake in three years." His personal contacts with families who use the lake are good business ties for his company.

To help publicize the company's boats and other materials, the firm once kept a semi-U bottom 14-foot fishing boat with the Gilreath Lumber Company name painted on it. This boat was lent to various groups. It did much to get the company name before people from other towns who still come to the lake and who are good prospects for materials for cabins.

The Gilreath firm does not stock fishing boats, but Littlefield has plans for boats in a wide variety of sizes and prices, which are quickly built to order.

DRIVER TRAINING

(From page 32)

notify the company if they have done a good job."

When an occasional unfavorable comment shows up and the company is at fault, the customer is contacted personally and the matter adjusted. If the driver is at fault, a company official discusses it with him personally in a way that inspires better performance. Complaints are never posted on the bulletin board.

"We've seen three main results of this idea," Hatfield points out. "First, a family of customers have been made aware that they are receiving something special in the delivery technique of a Coal Heating Service merchant.

"Second, the morale of our drivers has been boosted.

"And, third, the management is better informed not only of the performance of workers, but of what customers want and how to please them."

When Hatfield first started this comment system, he posted a letter to drivers on the bulletin board:

"You are among the last persons who contact our customers. By what you do or do not do, you can build more strongly or destroy altogether what the sales department has done to get orders and the good-will of the public. We feel that you are important to the success of our business; and the greater our success, the more you benefit. Remember—it does not take a truck driver to deliver gas."

Housing for Antigua from "Aided Self-Help"

After surveying damage done to Antigua Island during two hurricanes that struck the British West Indies last year, a team of American and British housing experts recently recommended a two-year "aided self-help" housing program under the U. S. Point Four Program.

Some 1,432 houses were destroyed and 2,452 others damaged. Even in 1946 a census indicated that one-fourth of the population

was living in dwellings with more than five persons to a room.

The recommended program calls for government loan assistance to help the natives rebuild the homes. Assistance is in the form of technical planning, equipment, limited amounts of building materials, and supervision. Antiguan cooperation was recommended with Puerto Rico, which has had experience in this rebuilding field.

EMPIRE
STEEL

W I N D O W S

A Complete Line
of
Finer Windows

Residence Casements
Architectural & Commercial
Awning Windows Commercial
Projected Windows Pivoted
Windows Security Windows

Southern Made
for Southern Builders

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, powderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. Write for literature.

DECATUR IRON & STEEL CO.

Decatur Alabama

DISCO ALA USA

Serving Southern Builders for Over 60 Years

Safety On Construction Jobs

SAFE and efficient work demands good housekeeping just like at home—you know, cleanliness and orderly arrangement.

Cleanliness means getting rid of excess materials and scrap. Orderly arrangement is keeping materials, tools, and equipment in their proper places. If you create waste or scrap materials, dispose of them as soon as you can. If you move materials or equipment, put them in a safe place where they will not be in the way of workmen, or create a tripping or stumbling hazard. Good housekeeping can be maintained only when every man does his part to keep his job clean and safe.

A common housekeeping hazard is boards with nails sticking through them. Be sure to remove or bend over any nails that are not serving a useful purpose.

On most construction jobs, the first thing is to dig a hole for the foundation. If you must go near



this operation, keep away from power shovels, trucks, and bulldozers. In any event, keep from behind them and always be in a position where the operator can see you.

Keep away from the edge of cuts or embankments. Do not place materials near the edge, since the bank may cave and drop you or the materials into the hole. If you must work in the excavation, keep away from the edges, keep out of trenches and cuts that have not been shored up.

Always watch for materials which may be lowered or dropped into the excavation. If necessary to walk on runways, stay near the center and do not climb on structures not intended to be walked on.

In your position, you may be required to work on scaffolds, or ladders, or on partially completed floor sections. Scaffolds are built with railings to prevent you from falling off, and with toeboards at the scaffold floor level, directly under the railing, to keep materials and tools from falling off. If you find any of these missing or broken, or coming apart, report it to your foreman immediately.

(This is the second installment of a series of short construction safety suggestions published in a 16-page booklet under the above title by the U. S. Department of Labor, Bureau of Apprenticeship, Washington 25, D. C. Single copies free from above. Quantities available for 10 cents each from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.)

OAK FLOORING AT ITS BEST

We are in a position to ship
Oak Flooring with Air Dried
Yellow Pine Boards. Also
K. D. finish molding and all
pattern stock in pool cars.

Block Flooring— $6\frac{3}{4}$ " and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

Dietrich Brothers, Inc. Consolidate Operations

Dietrich Brothers, Inc., Baltimore, Md., steel fabricating concern, with branches at Washington, D. C., and Raleigh, N. C., moved May 14 into a new office building at 2700 Loch Raven Road, Baltimore.

This move consolidates all operations of the company, including structural steel fabrication, reinforcing steel, ornamental metals, the stock yards, and general offices. The two-story building is T shaped. The president's office, as well as the conference room, are designed in the style of the governor's mansion at Williamsburg, Va.

The air-conditioning system is designed to utilize the sun's heat. Solex heat-resisting glass is used throughout the building.

H. Buckley Dietrich is president and treasurer; Horace W. Dietrich, executive vice-president; James E. Maher, vice-president, and Leo H. Fait, secretary.

Develop Architectural Aids on Woodwork Items

"Full speed ahead" was requested by the Southern Woodwork Association in the development of an architectural aid kit by a special committee headed by R. W. Block, of Birmingham. The request was made at the recent spring meeting of SWA in Atlanta.

The kit is to include drawings of standard designs of windows and frames, doors and frames, cabinets, cornices, front entrances and other common items that architects can trace right into their building plans.

Another committee was named by President William L. Otis, Jr., to prepare specifications and copy suggestions for incorporation in the architectural aid kit. The committee consists of John Bondurant, of Athens, Ga.; Herbert Bremerman, of New Orleans, and C. V. Decker, of Knoxville.

Mills B. Lane, Jr., president of the Citizens and Southern National Bank, in a luncheon talk told members of the Southern Woodwork Association of the usefulness of a company employee pension program. He predicted that the government will ultimately enlarge its social security program for retired workers unless employers provide some sort of retirement plan for their employees.

CASH DISCOUNT

(From page 25)

cash discounts are taken. Many others have quite dependable bookkeeping departments, to which this function is entrusted.

But the majority of dealers who place cash discounts high in importance in the functions of retail management insist that this phase of the business must be watched by top officials, or discounts will be neglected.

Where discounts are taken regularly—either because of personal attention by the owner or by a dependable office manager—these discount-conscious operators speak with some disparagement of competitors who fail to take discounts.

They wag their heads in feigned sorrow, assigning such competitors to failure. They can not understand a man who would overlook

such an opportunity. They insist that their competitors as a general rule are delinquent in the matter, although quite able to take discounts.

But it is hard to believe that many men in the business would fail to see the cash involved, and fail to act to collect it.

In some fields the careless businessman are protected by their suppliers. For example, the customer is valued and long-established. He pays regularly, and in due time. If, through personal carelessness or oversight of

a bookkeeping department, he pays in 10 days but fails to take his discount, the supplier enters proper credit in his behalf.

Such errors of commission are not unusual, so it is possible that carelessness does cost many retailers much money, especially where suppliers would not catch the error, or follow such a protective policy.

As one dealer put it:

"Failure to take the cash discount is not just losing money—it is one way of borrowing money!"

A black and white advertisement for Monarch Metal Weatherstrip. On the left, a man in a suit and tie holds up a large circular sign with the text "Everybody Profits!" written on it. To the right of the man, the text "Promote The Use Of Ready-To-Install" is displayed above a large circle containing the words "COMPLETE WINDOW UNITS". Below this circle, the text "Equipped With MONARCH METAL WEATHERSTRIP" is written. To the left of the man, several smaller text boxes are arranged in a fan-like shape, each containing a benefit: "They PREVENT WASTE OF MATERIALS", "They HELP GET THE JOB DONE FASTER", "They ASSURE BETTER CONSTRUCTION", and "They CONSERVE VALUABLE MANHOURS".

You can help your builder customers check their mounting spiral of costs by urging them to use precision-made Complete Window Units, assembled at the mill or by your millwork jobber.

Complete Window Units contribute in several ways to the reduction of building costs—by preventing waste of both time and materials—by eliminating on-the-job fabrication labor—by cutting days or weeks from pressing completion dates—and by putting more quality into a sounder, more satisfactory job.

Experience has proved everybody can profit—the home owner, the builder, and you—through the use of Complete Window Units. Recommend them to the builders who buy from you—and help keep the cost of building down.

Get COMPLETE WINDOW UNITS From Your Sash And Door Jobber

Published in the interest of better and more economical building construction.

Monarch
METAL WEATHERSTRIP
CORPORATION

6343 ETZEL AVE • ST LOUIS 14 MO

Helpful Literature



Mostly free...Some for a fee

PLATFORM TRUCKS. Catalog sheet pictures Hallowell "700" steel platform trucks in various sizes. They may be hooked together and pulled with a trailer-type truck for transporting several material loads at once. The Standard Pressed Steel Company, Jenkintown, Pa.

STEEL PANELS. "Fenestra Steel and Aluminum Building Panels" is a 1951 catalog containing detailed panel selection tables for given spans and given loads. This revised catalog contains current information about uses and jobs installed in the last year. The Detroit Steel Products Company, 3237 Griffin Street, Detroit 11, Mich.

HEATING EQUIPMENT. Catalog No. 586 is a 20-page condensation of a general catalog of heating products for homes, stores, and industry. It contains complete specifications on products of the National Radiator Company, Johnstown, Pa.

FARM BUILDINGS. "How to Build Farm Buildings That Last Longer" gives helpful hints that prevent farm building failures caused by faulty construction. Included in the 16-page booklet are details on continuous and pier foundations, setting anchor bolts, reinforcing foundations, bracing buildings against wind, and allowing for load stresses. Other farm booklets are listed. The West Coast Lumbermen's Association, 1410 S. W. Morrison St., Portland 5, Ore.

PLYWOOD USES. "Building Better with Weldwood Plywood" is a new booklet based on a color slide film made for the building industry. It shows better and easier installation of Weldwood plywood. The United States Plywood Corporation, Weldwood Building, 55 West 44th Street, New York 18, N. Y.

APPLIANCES. New booklets on ranges, laundry equipment, and automatic dishwashers and disposal units, explain their advantages and give helpful information on their care. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.

PAINT BRUSH MOVIE. A new color sound slide film for dealer use covers details of good paint brushes. The first part deals with the history of brushes and covers three patented brush constructions. The second part tells why bristles make such a difference in brushes. The Hanlon and Goodman Company, Belleville, N. J.

PERIMETER HEATING. Folder and catalog sheets tell advantages of a combination radiant and forced warm-air heating system economical

enough for medium-priced basementless homes. Ducts carry the warm air from this furnace around the perimeter of the house, with warm air outlets in each room. The International Oil Burner Company, 3800 Park Avenue, St. Louis 10, Mo.

VERMICULITE INSULATION. "How to Do It" is a 12-page illustrated booklet explaining proper application of all forms of Zonolite vermiculite. Design data, methods, and specifications outlined in the booklet are the result of laboratory research and field tests. The Zonolite Company, 135 South LaSalle Street, Chicago 3, Ill.

ALUMINUM DATA. "The Aluminum Data Book" is a handy, pocket-size manual containing 117 tables of data on physical, chemical, and mechanical properties; standard tolerances; weights; standard sizes and production limits, and fabricating data. A cross-index covers all the tabular and text material in the 194-page book. Free when requested in a letter to the Reynolds Metals Company, 2500 South Third Street, Louisville, Ky.

POWER TOOLS. The DeWalt line of radial-arm cutting machines for the woodworking, metal, and plastics industries is shown in a new Tools and Attachments catalog. Among the items featured are a jig saw, lathe, belt sander, custom table-top, and safety saw blade. DeWalt, Inc., Lancaster, Pa.

HAND TOOLS. More than 300 hand service tools for farm, industrial garage, and home workshop use are shown and described in the 1951 catalog of P and C tools. They are classified by types and listed by name in an index. The P and C Hand Tool Company, Portland, Ore.

HOME PLANNING MOVIES. Two entertaining 16-mm color-sound movies are available for dealer use for meetings or for showing to customers. "The Browns Build a House" tells the story of a young couple building a home, who learn an economical way to build insulation into the structure. "The Inside Story" shows advantages of Celotex interior finishes. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

FORESTRY AD MATS. Free mats for newspaper advertising are available. With space for a dealer's name, these advertisements stress forest fire prevention, tree growing, and wise woodland management. They are designed to create good-will through civic interest in community welfare on the part of the dealer. A

booklet showing the mats will be sent by the American Forest Products Industries, Inc., 1319 18th Street N.W., Washington 6, D. C.

"BOXES AND CRATES." is a new illustrated booklet that explains the engineering details that make a crate or box a hardy container. A table of nail sizes makes it easy to find the best for various applications. The Southern Pine Association, 520 Canal Building, New Orleans, La.

ACOUSTICAL TILE. Short-form specifications and comparative cost data for fast, sag-proof method of installing acoustical tile and board with Nelson Quick-Clips are contained in a new bulletin. The Nelson Stud Welding Division, Morton Gregory Corporation, Lorain, Ohio.

ACCOUNTING PLAN. "The Simplified Unit Invoice Accounting Plan" is a new 28-page catalog describing this plan and the Remington Rand machines it uses. It shows the many operations in handling Accounts Receivable. Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

INSULATED CAVITY WALL. A new folder describes the fully insulated cavity brick wall, newly-developed by the Structural Clay Products Research Foundation. This wall needs no furring, lathing, or even plaster. The Structural Clay Products Institute, 1520 18th Street N. W., Washington 6, D. C.

BASEBOARD HEAT. A revised "Easy Estimator" contains a simplified, rule-of-thumb of method for estimating approximate heat losses, radiation requirements, and material costs for Radiant-Ray branch baseboard heating. Also included are forms for computing individual requirements, price lists, and a chart showing how to effect substantial savings in piping costs. Radiant Baseboard Panels, Inc., 900 West Main Street, New Britain, Conn.

"COLOR is How You Light It" is the title of a new full-color booklet that explains eight white-light sources to use with 40 popular colors. It includes analyses of two new colors of fluorescent white light and how color shades appear different under them. Fifty cents a copy from Sylvania Electric Products, Inc., 87 Union St., Salem, Mass.

"PREFINISHED WALL PANELS." New Commercial Standard 176-51 explains the physical properties and sizes that such panels should possess. This "recorded voluntary standard of the trade," developed by manufacturers, users, and distributors in cooperation with the U. S. Department of Commerce, is available for five cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

MASONRY TOOLS. New catalog shows and describes the Goldblatt complete line of tools for plasterers, bricklayers, tile setters, cement finishers, lathers, and other masonry trades. Two charts in the back tell amount of various materials used to plaster rooms with 8-foot and 10-foot ceilings. The Goldblatt Tool Com-

The Customer Was Daydreaming

One of our salesmen likes to tell this story that he picked up from an AFCO dealer: It seems that one day, in the Builders' Supply showroom of a hardware company, one of the customers, an attractive lady, had been standing for some time thumbing through the color panels of the "Silent Salesman", AFCO's unique panel display. Noticing the lady's engrossed attention to the display, a clerk approached her with, "May I help you?" Receiving no reply, he cleared his throat audibly and repeated his question. When again the lady did not respond, but continued studying the display, the clerk spoke louder. Finally, as though rousing from a trance, the lady blushed and stammered, "Oh, I'm so sorry. I've been having an awful time deciding whether I should remodel my bathroom. I really can't afford it, but these AFCO Prefinished Wall Panel colors are so beautiful—this rose color particularly—that I'm tempted to go overboard!"

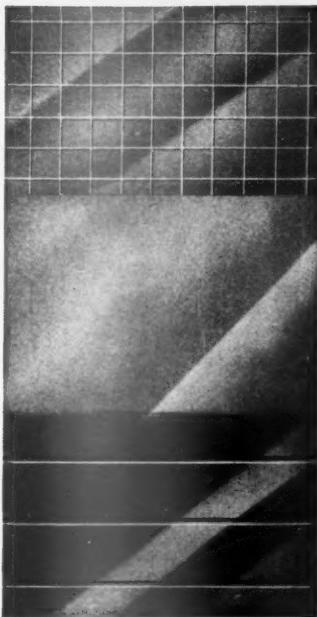
"But, madam," the clerk replied, "you can afford AFCO Tileboard. It just looks expensive, but is actually very low-cost. It's the finest prefabricated wall panel you can buy, manufactured under exacting standards, yet surprisingly low in cost."

The clerk took a notebook from his pocket and said, "Here, let's figure what AFCO Prefinished Wall Panel would cost for your bathroom."

After they had finished estimating the cost, the lady was delighted to find that she could well afford to remodel with AFCO Prefinished Wall Panel and eventually did so in the exact rose wall panel that had taken her into her far-away trance.

The clerk commented later, "Here was a lady who *daydreamed* her way into my salesbook."

AFCO supplies all dealers with their "Silent Salesman" display as well as colorful literature, ad mats, and a full line of moldings and cement for application. Write on your letterhead today for complete information on AFCO Prefinished Wall Panel.



A & F TILEBOARD CO., INC.

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Take it from me—the
FAN leader is...

Contractor Designed

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ATTIC FANS

Four Stock Sizes to Fit Every Need:

Model RVU-24:

Measurement A — 32"
Measurement B — 32"

Model RVU-30:

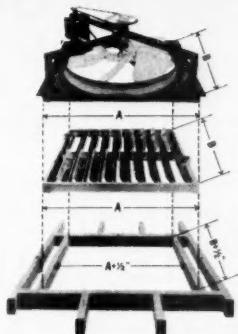
Measurement A — 36"
Measurement B — 36"

Model RVU-36:

Measurement A — 42"
Measurement B — 42"

Model RVU-42:

Measurement A — 48"
Measurement B — 48"



Reed UNIT-FANS, INC.

1001 St. Charles St., New Orleans 8, La.

Here is the packaged attic fan that contractors say is designed with them in mind! And no wonder—the Reed lay-down type vertical discharge attic fan is installed in nothing flat, without special equipment. And REED means *quality*—in construction, material, quietness, long-life and *certified air delivery*.

REED UNIT-FANS, INC.,

Dept. C
1001 St. Charles St.
New Orleans 8, La.

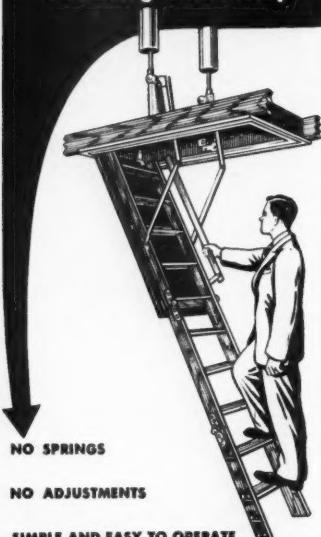
Please send me full information about REED package Attic Fans:

Name _____

Address _____

City _____ State _____

PRECISION folding stairway



NO ADJUSTMENTS

SIMPLE AND EASY TO OPERATE

A slight pull of the cord and the cleverly engineered counter weights silently ease the stairway into down position. The same counter weights return the stairway to its up position with equal ease.

RUGGED AND STRONG

Construction of No. 1 kiln dried poplar throughout. Brackets and rocker arms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

INSULATED

Panel is insulated with Cellulose and protected with tough chip board.

SAFETY TREAD

Each step is covered with regular running-board composition safety treads. Adds to appearance as well as safety.

FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' 9" ceiling.

REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

For complete information write us today

Manufactured by

PRECISION PARTS CORP.

Nashville 7, Tennessee

pany, 1910 Walnut Street, Kansas City 8, Mo.

ANTI-INFLATION COMICS. "How Stalin Hopes We Will Destroy America" is a 16-page, anti-inflation comic book that carries the story of an average American family with typical views on our economic security. Sample copy free from Pictorial Media, Inc., Attention: R. F. Smith, 205 E. 42nd Street, New York 17, N. Y.

ADVERTISING MATCHBOOKS. Colorful brochure offers the businessman helpful hints on effective use of matchbooks for advertising. It analyzes a recent survey to determine effectiveness of such publicity. "Lion Sheds New Light on Match Book Advertising" is free from the Lion Match Company, 250 West 57th Street, New York 19, N. Y.

METAL LATH RATINGS. A new comprehensive summary of metal lath and plaster fire-resistive ratings contains four pages of tables, listing 85 ratings ranging from 1 to 4 hours. It gives thicknesses required in providing protection for columns, steel beams, girders and trusses, and various floor and roof deck assemblies. The Metal Lath Manufacturers Association, Engineers Building, Cleveland 14, Ohio.

FIRE-FIGHTING MANUAL. The National Fire Protection Association, Publications Service Department, 60 Batterymarch Street, Boston 10, Mass., has prepared a civil defense edition of a training manual for fire fighters. This 176-page edition, "Handling Hose and Ladders," sells for \$1.50 a copy. It contains over 300 photographs to show step-by-step procedures.

PAINT COLOR CHART. Glidden's new Spread Satin Intermix color chart contains 60 "most popular" paint shades. The chart can be displayed on an easel on a counter, hung on walls, or used in other ways. The Glidden Company, 11001 Madison Avenue, Cleveland 2, Ohio.

SIDING IDEAS. "Olympic Home Planning Ideas" emphasizes Olympic's theme, "Woods Preserved in Color." Designed as a dealer give-away piece, it contains many helpful remodeling ideas with "before and after" photographs. The Olympic Stained Products Company, 1118 Leary Way, Seattle 7, Wash.

PERIMETER INSULATION. New 20-page booklet tells "The Story of Perimeter Insulation for Standard Heating Systems." Diagrammatic sketches show proper methods of installing Fiberglas perimeter insulation and types available for various uses. The Owens-Corning Fiberglas Corporation, Toledo 1, Ohio.

RESEARCH PROJECTS. The Housing and Home Finance Agency has published a booklet, "Capsule Descriptions of Projects Started Under Contract." It gives a brief description of the objectives, scope, significance of research projects connected with the building industry. It tells where the project is being carried out and the director. For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 30 cents.

PROTECTIVE COATING of walls, roofs, ships, packaging, and other objects with "Cocoon" is described in a new booklet. It tells of Cocoon's protection against leaky walls, broken roofs, hurricanes, humidity, excessive painting, radioactivity, and sound. Protective Coatings, Inc., 807 N. Fremont Avenue, Tampa 6, Fla.

FIRE-RESISTANCE REPORT on walls of gravel-aggregate concrete masonry units is contained in a 17-page booklet, BMS120. It gives test results on 12 walls of this type in tables, graphs, diagrams, and photographs. Sent for 15 cents by the U. S. Government Printing Office, Washington 25, D. C.

SCREWDRIVERS. The new Vaco catalog-handbook contains 32 pages of illustrations and information on screwdrivers, nutdriver kits, and other hand-tools. It is described as a "veritable show window and reference encyclopedia." The Vaco Products Company, 317 E. Ontario Street, Chicago 11, Ill.

WALL PANELS. Several new pieces of literature are offered on Marlite plastic-finished wall panels. The "Home Folder" emphasizes Marlite's beauty and practicality for new or remodeled bathrooms, kitchens, and other interiors. A general stuffer contains full-color illustrations of Marlite kitchens and bathrooms. An institutional folder promotes sales



This EMBLEM ON
YOUR DOOR MEANS...

A More profits for you

B More service to
your customers

C MORE SALES



Let Us tell you more about
it and send you a copy of...

THE ABC'S OF MAKING MONEY

**ALLIED BUILDING
CREDITS, INC.**

HEAD OFFICE: 3109 WILSHIRE BLVD. • LOS ANGELES

NATIONWIDE SERVICE

for hospitals, schools, and other public buildings. The new catalog contains complete details on Marlite products. Marsh Wall Products, Inc., Dover, Ohio.



"Architectural Graphic Standards"—the encyclopedic reference book by Architects Charles G. Ramsey and Harold R. Sleeper—is now available in a fourth, much enlarged edition.

Almost double the size of the third (1941) edition, this new volume includes 566 plates, 9x11½ inches in size. A 50-page index includes almost 12,000 entries, cross-indexed under every conceivable heading. The plates are handily arranged from the foundation up through the roof.

New subjects included in this fourth edition of "Architectural Graphic Standards" are modern, special fireplaces; precast concrete joists; modern wall types; corrugated wire-glass roofing and siding; steel stairs; modular casement windows; eaves and watertables for flat roofs; fiberboard and wallboard for interior walls; acoustical data and materials; residential electric wiring; television and home movie equipment; household equipment and furnishings; parking garages, and contemporary furniture.

In his foreword to this classical Ramsey and Sleeper volume, the past-president of the American Institute of Architects, Ralph Walker, writes that "the book has become a part of architectural practice and a reference for all of us who work in architecture and related fields."

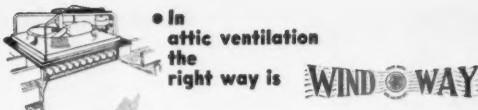
The book sells for \$15.00. It is published by John Wiley and Sons, Inc., 440 Fourth Avenue, New York 16, N. Y.

"**Fores and Men**" is a rousing narration of the progress of forestry in the United States for a half-century, written by a forester whose efforts and philosophy were at the core of such progress. The author is Colonel William B. Greeley.

He starts his account in 1910 when, as district forester in Missoula, he faced the burning of three million acres of Montana and Idaho timberland.

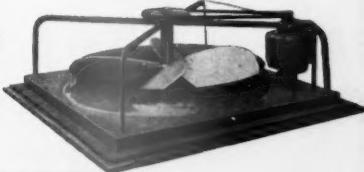
Greeley is former chief forester of the United States, former colonel of the 20th Corps of Engineers in World War I, former secretary-manager of the West Coast Lumbermen's Association, and now chairman of the board of the American Forest Products Industries, Inc. He now does a little tree farming on Port Gamble Bay.

This book delineates his effective policy—as government forester and private timber operator—of "education and cooperation," as contrasted with federalized forestry. "**Fores and Men**" is published by Doubleday and Company, New York.



WIND-WAY
VERTICAL
DISCHARGE

Ranch House
PACKAGE
FAN



SALES-PROVED

BECAUSE:

- It is designed to fit ANY type building EASILY
- Installation costs, time and effort cut down to a minimum
- WIND-WAY merely sets on the floor of the attic or the trim of the well hole. It is NEVER fastened in any way, yet it moves the greatest amount of air quietly with absolutely NO noise or vibration
- WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan

Write for descriptive
bulletin No. 9150



FAN AND VENTILATOR CO.
331 St. Joseph St. New Orleans 12, La.

WONDER Development of the Building World!

Finest Frames ever made—Most reasonable prices

ONE-DER FRAMES

Complete One-Piece Metal Frames
for any type of Construction



Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No finish carpenter labor required. Nothing extra to buy.

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate and are easily finished with one coat of paint—even for light colors.



Prompt Delivery anywhere in the U. S.

Write for full information
ONE-DER FRAME
Corporation



2109 Third Ave., North

Birmingham 3, Ala.

Neal Blun's Model Showroom

(From page 27)

SLIDING DOOR TRIM

Rite Trim has the look of quality . . . it is high quality, too, yet prices are modest! When you think of sliding doors remember

Adams-Rite can supply the proper trim from a cup pull to a completely modern lock. You'll especially admire our lock . . . It installs as a single assembly even in narrow stiles by a simple cut-out, no mortise. Three types fit all doors from $1\frac{1}{8}$ " to 2" in thickness. Adaptable to doors of either hand with dead-lock either side and emergency unlocking feature opposite. For maximum security, pin tumbler cylinder operation in the escutcheon is optional. Escutcheon measures $4\frac{1}{2}$ " x $2\frac{3}{8}$ ". A variety of standard finishes available on all Adams-Rite items.

WRITE NOW FOR YOUR CATALOG

ADAMS-RITE
MANUFACTURING CO.

50 WEST CHEVY CHASE DRIVE, GLendale 4
CALIFORNIA U.S.A.

The new showroom and office annex wrapped around the front of the 60x300-foot three-story former burlap factory, together with the four-section 70x280-foot warehouse, provide approximately 90,000 square feet of usable space. This is 255 per cent as much space as the firm had available on West Bay Street, from which it had operated since 1907.

To minimize disruption of Neal-Blun's operations and services during the six-month construction schedule, a moving plan was set up. The warehousing and shipping departments were moved first.

In transferring the millwork department, which assembles stock window units and makes special doors, windows, and other woodwork, the finishing machines were moved first and installed along with some new equipment. This permitted current orders to be worked through the initial stages and then taken to the new plant for finishing, while the ripping and cutting machines were transferred.

Behind the showroom on the first floor of the main building is the enclosed builders hardware stockroom, the paint storage room, the shipping department, and the cutting, ripping, and loading portion of the millwork plant.

On platform trucks lifted by elevator, cut stock goes from the first to the second floor for manufacture into sash, doors, or other millwork.

Stock sash and doors, both wood and metal; small units, and broken stock items are warehoused on the third floor of the main building.

All shipping docks of the huge warehouse are in view from the shipping department in the main building. Communication is maintained by an interphone system.

Time and space studies were made to determine the best use of the warehouse and main building. The railroad track to the rear of the warehouse was lowered and massive concrete loading docks installed to make common floor levels. On the front, shipping side of the warehouse, the ground was excavated and a concrete ramp poured so that Neal-Blun and customers' delivery trucks could back

up level with the loading dock.

This arrangement permits ready use of two Clark fork-lift trucks throughout the unloading, storage, and shipping operations. All heavy building materials — plywood, gypsum and other wallboards, cement and other sacked masonry goods, asbestos and asphalt roofing and siding—are palletized so the lift trucks can move them out of freight cars into the warehouse, and then on to delivery trucks, efficiently and economically.

Neal-Blun arranged with the Certain-teed Company to receive asphalt shingles on 3x4-foot pallets from the local factory, with an interchange of standard pallets, to slash handling costs. Incidentally, the yard of Neal-Blun Company is surfaced with a matting of asphalt-shingle cuttings, which provide a colorful, durable, comfortable floor for trucks and pedestrians!

Every possible item is mechanically handled in and out of Neal-Blun's warehouses. Cars of materials that once took seven men a whole day to unload, now are unloaded in one hour by only three men.

Neal-Blun handles more than 30

WEL-BILT FOLD-A-WAY STAIRWAY



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS COMPANY

P. O. Box #95
Memphis, Tennessee

advertised brands of building materials. The firm wholesales to building supply dealers within a radius of 125 miles of Savannah, an area it has served since 1938 when Tom McCarthy "went on the road" for the well-known Savannah firm. In Savannah, Neal-Blun sells retail and wholesale, but in the retail field the firm concentrates on the contractors, builders, and large industrial customers.

Including the seven members of the wholesale sales staff, the company now employs 65 people. This is twice as many employees as the firm had only 10 years ago.

But then the sales have increased 350 per cent since 1940!

Although the company has done little regular advertising in the past, it has engaged Cashore and Goette, a Savannah advertising agency, to utilize radio, billboards, newspapers, direct-mail, and home-show advertising opportunities in this year of plant expansion and leveling off of home-building activity.

B. B. Neal founded the Neal-Blun Company in 1897, when the naval stores market was moving down to Savannah from North Carolina. In 1907 Captain Henry Blun, president of the Germania Bank, joined the firm and it became the Neal-Blun Company,



The shipping department at center of main Neal-Blun building is seen above. Ground was excavated to create ramp that would place truck bodies at first-floor level. Similar ramp facilitates loading at warehouse to which pavement runs. Yard is surfaced with asphalt-roofing cuttings. Note cooling tower for air-conditioning system atop office-store annex. The aluminum awning-type windows on curve are in office of President A. C. Neff, which is paneled in oak.

with new headquarters on West Bay Street. Blun later became president of the Liberty Bank and Trust Company and sold his interests in the building material company in 1930 to A. C. Neff, son-in-law of Neal.

Neff, who succeeded Neal to the firm presidency in 1939, seldom uses the title. He and McCarthy, who has been with Neal-Blun

since 1936 except for a World War II hitch with the Engineers Corps overseas, look on the company as a team.

Observation of the good spirit of the office, yard, shop, and warehouse personnel on the job—and of the growth of the Neal-Blun Company—suggest that the teamwork philosophy is working and paying off.

**SCO-CO No. 27 RED
PROTECTS POSITIVELY**

EXTERIOR SURFACES of METAL, WOOD, BRICK

It "EATS" RUST

Sco-Co No. 27 Red is a non-fading, water repellent metallic paint that actually penetrates rust on metal surfaces—and rust becomes a pigment in the paint film. This flexible, durable paint is not affected by acid or alkaline conditions or sudden temperature changes. Write today for folder and the big profit possibilities of this amazing product.

SOUTHPORT PAINT CO., Inc.
SAVANNAH, GEORGIA

**The SLIDE-A-FOLD Disappearing Attic Stairway
LOW COST—FAST SELLING**

- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

NO NEED TO CARRY VARIOUS SIZES!

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

WRITE TODAY FOR FULL DEALER INFORMATION ON AMERICA'S MOST POPULAR DISAPPEARING ATTIC STAIRWAY.

**CRAIG WOOD-PRODUCTS COMPANY
BRENNAN ROAD**



**SELL SISALATION FOR NEW HOMES
and REMODELING**

There's profit for you in SISALATION Reflective Insulation because it offers combined insulation and vapor-barrier. In areas where single-wall construction is practical, SISALATION is ideal, because it serves also as a wind and dust barrier. Fine, too, for finishing attics and remodeling.

THE SISALKRAFT CO. • Dept. SB7 • 205 W. Wacker Drive • Chicago 6, Ill.



Write for samples
and sales aids



CEDAR-LUX

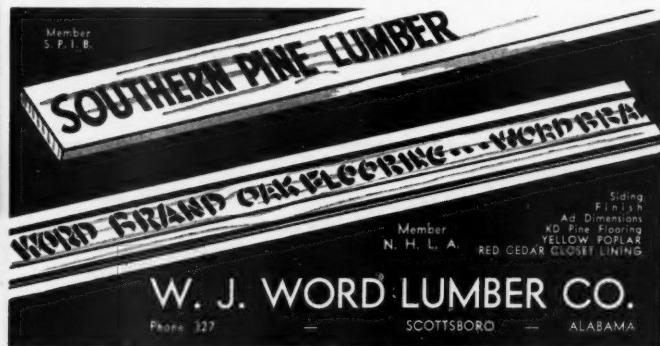
is not an imitation. It is actually pulverized, aromatic cedar wood. It contains all the oils and has the delightful fragrance of real cedar lumber and retains fragrance and protective properties indefinitely. CEDAR-LUX is packaged in 5 and 10 lb. cans and 50 lb. drums. The user simply adds water to desired consistency and applies to inside of closets with paint brush, spray or trowel. Can be applied over wallpaper, paint, wall board, plaster, or smooth surfaces. A 5 lb. can of CEDAR-LUX the ordinary small closet and a 10 lb. can will surface a large closet.

- ★ EVERY HOME A PROSPECT
- ★ NATIONALLY ADVERTISED
- ★ FREE DEALER HELPS
- ★ BIG PROFIT MARGIN

Retail Prices: 5 lb. can \$6.95
10 lb. can \$12.95

WRITE FOR LITERATURE & DISCOUNTS

CEDAR-LUX PRODUCTS CO.
DEPT. SB-1, 703 Main St., Kansas City, Mo.



Curtis Plant Wins Safety Award Twice

Curtis Companies Incorporated, Clinton, Iowa, woodwork manufacturer, was presented an Award of Honor for distinguished service from the National Safety Council for the second time recently.

The Curtis safety record through June 7 covered 1,027 working days, or over 3,500,000 man-hours without a lost-time accident.

M. L. Gilbert, commissioner of the Iowa Bureau of Labor, asserted that he knew of no other Iowa industry, or any other industry, that could equal that record.

A National Safety Council official declared that the safety achievement of the Curtis plant was one of the finest known to American industry — particularly since it extended over a period of nearly three years.

All Clinton employees of the firm assembled in the Curtis clubhouse for the award presentation. Walter Nyquist, chairman of the Curtis Safety Committee, received the award and presented it to G. M. Curtis, new company president.

Curtis commended the employees on their winning record and urged that all strive toward safety at work and in all other activities.

U. S.-Mengel Opens New Warehouse in Nashville

U. S.-Mengel Plywoods, Inc., has opened a new distribution warehouse and office in Nashville, Tenn., according to W. S. Green, Eastern division manager of the company. This branch is located at 2633 Thompson Lane in the Old Classification Center.

The manager of the new Nashville branch of U. S.-Mengel Plywoods, Inc., is G. M. (Jerry) Lehman. He formerly was a salesman for the company, covering north Alabama and south Tennessee from the Birmingham office.

Dealers and industrial customers in middle Tennessee will be served from the new Nashville branch. West Tennessee is served from the Memphis branch, and east Tennessee from the Atlanta office.

USED READY MIXED TRUCKS FOR SALE

3-yard T. L. Smith Co. Mixers on Tandem Trucks.

Central Concrete Co.
2231 Papin Street
St. Louis, Missouri

THOROUGHLY DRY OAK FOR SALE

10 cars 8/4 3B and better rough oak. Can dress to your specifications. Will run approximately $\frac{1}{2}$ 3B, $\frac{1}{2}$ 3A and $\frac{1}{2}$ #2 Common. Can ship straight car of 2x4, 2x6, 2x8 or 2x10.

GRAYSON LUMBER COMPANY
P. O. Box 1311 Phone 9-1131
Birmingham, Ala.



IT HAS EVERYTHING!
SELLS ITSELF!

HUNTINGTON METAL-FOLD SAFETY STAIR

ALL STEEL LIFETIME
NO COUNTERWEIGHTS • NO SLIDES
• EASY TO OPERATE



- NON-SKID TREADS
 - STEEL HAND RAIL
 - EVERYTHING BOLTED
 - CANNOT BREAK
 - WEIGHS NO MORE THAN WOOD
- LOWER COST**
QUICKER INSTALLATION
FASTER TURNOVER

Eliminate
HIGH INSTALLATION COSTS
INSTALL-AS-A-UNIT

• DO NOT TAKE APART

Just

20

Minutes
to Install

Easy

7

Step
Instructions

IT'S SAFE AS STEEL!
"Protects Life and Limb"

SPACE SAVER
requires only
12" clearance
in attic.
Height
adjustable
6 to 8 inches.

Write for further information

HUNTINGTON INDUSTRIES, INC.
2368 Prospect * Memphis, Tenn.

PANEL BOLTED SO
AND STAIR REMOVED
ING USED AS ATTIC
FAN OPENING



ATLANTA, GA.: Nine Kittens were initiated at the Druid Hills Golf Club at a dinner meeting on June 19 by the Atlanta Hoo-Hoo Club No. 1. Forty Cats joined in the ceremonies and heard talks by two Florida Hoo-Hoos, Supreme Boojum John H. Dolcater and State Deputy Snark Tom Wait. Wait served as the visiting officer. Georgia Vicegerent Snark Hal Drake headed the degree team. President Ross Hanahan appointed a Nominating Committee and requested a report at the September 9 anniversary meeting.

TAMPA, FLA.: Members of the Ybor Branch Boys Club entertained the Cats at the June 4 meeting with a program of tumbling feats. The club director, "Stretch" Murphy, former all-time All American basketball center, told of the scope of Boys Club work, after which the Hoo-Hoos voted an annual subscription to the Boys Club of Tampa. Herman S. Rosenberg was elected to fill the vacancy of vice-president. His former position as treasurer was filled by Robert Mygrant.

DALLAS, TEX.: Supreme Gurdon Clifford Schorling of Kansas City was entertained at a luncheon at the Melrose Hotel by Dallas Cats on June 25. Thanks to the entertainment funds contributed by yards, commission men, wholesalers, and others, members on June 29 enjoyed a free picnic with wives, girl friends, and business associates as guests.

SAVANNAH, GA.: A dozen Cats and a lone Kitten attended the first monthly meeting of the new Hoo-Hoo Club at the General Oglethorpe Hotel on June 18. After a steak dinner Atlanta Hoo-Hoo Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES, told the Savannahans of Atlanta Hoo-Hoo activities and plans. President Penn Waller polled the members and then set the next meeting date for Tuesday, July 17.



MR. STEADY HEAT, the symbol of Coal Heating Service groups, is finding increasing recognition throughout the country. In some cities he appears regularly on TV. He is also seen on car cards, newspaper ads, and direct-mail pieces.

NEW OFFICERS of the Southeastern Retail Coal Association were elected at the annual convention in June at the General Oglethorpe Hotel in Savannah. C. O. Byers, Greenville, S.C., is president. W. M. Vasey, Knox-

**Wheres the Profit
for YOU!**

WOOD POSTS?

YOU sell only a few feet of lumber.

Main cost is labor. Requires a skilled carpenter for fabrication and installation.

The wrong wood, improper care, and the weather will ruin a good post in a few years.



BRICK POSTS?

YOU sell only a few bricks, if you stock them at all.

Requires high priced masonry labor and job-site fabrication.

Limited to certain types of architecture.



PIPE POSTS?

Materials not usually stocked by suppliers. At best, only a small sale.

Contractor must have pipe cut, threaded, and fitted with special flanges.

Proper for commercial—not the home.

ORNAMENTAL IRON?

YOU sell quality, a lifetime of service, and make ALL the profit.

Contractor installs in 30 minutes with semi-skilled labor. Loose-foot anchor plates make this easy.

America's favorite porch post, always in good taste, durable, modern.

Right: Coffman's No. 110 Universal Height fits any porch from 5'0" to 6'10 1/2". Retail: Flat — \$21.78; Corner — \$35.70, FOB factory.



**SELL Coffman's
ORNAMENTAL IRON**

Thru Lumber and Bidg.
Supply Dealers ONLY.

The R. G. COFFMAN CO., Inc.
P. O. Box 1113
ORLANDO FLORIDA

FRICID offers a
COMPLETE
LINE OF
FANS
for every purpose

A complete line of Pedestal, Wall, Ceiling and Counter Fans of modern streamlined design.



Frigid' Economy and Heavy Duty Belt Driven Attic & Industrial Fans Quiet Operation. For Upright or Laydown Installation. Maximum performance. Simple Installation.



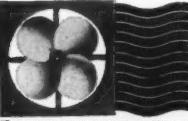
Frigid' Patented Hassock Fan. Equipped with Sealed Bearing G.E. Motor that never needs oiling. Runs on 3 Quiet Speeds. Handsome golden tan finish. Sturdy and Safe. Low Price.



WR24 & WR 30 Electrically reversible window fan with grill in front and back. Acts as exhaust fan—then at the flick of a switch becomes an intake fan. Hammertone finish. Simple Installation.



WR20. Electrically Reversible, thin streamlined beauty. From an exhaust fan to an intake fan at the mere flick of a switch. Operates on 3 Quiet Speeds. Adjustable from 28" to 34" wide. Popular Price.



Square Frame Heavy Duty Quiet Exhaust Fan - 4 Blade Aluminum Propeller. Welded Steel Frames. G.E. Motors. Shutters, Blowers, Spray Booth Fans, Etc.

Write for literature.

CIRCULATORS & DEVICES MFG CORP.
128-138 THIRTY SECOND STREET
BROOKLYN 32, N.Y.

ville, Tenn., is first vice-president, and A. Jack Allison, Birmingham, Ala., second vice-president. New treasurer is A. C. Spinks, of Atlanta, Ga. Charles M. Farrar continues as executive vice-president.

"**BETTER UTILIZATION** of Manpower" is an illustrated account of one coal retailer's success in keeping skilled delivery men by making their jobs more attractive. This booklet is designed to help combat the dual problem of a manpower shortage and higher delivery costs. It is available free from the National Coal Association, 804 Southern Building, Washington 5, D. C.

A HIGHLIGHT of the Recent North Carolina Retail Coal Merchants Association convention was a panel discussion, moderated by Julian Woodcock, Jr., of Asheville. At the close of the meeting, Harmon M. Lee was elected president; Jack V. Berry, first vice-president; Dan Penton, second vice-president, and J. Ernest Yarbrough, secretary-treasurer.

THE LOUISVILLE, Ky., Coal Heating Service group is sponsoring two 15-minute radio shows—"Western Round-up" on Monday, Wednesday, and Friday, and "Dizzy Dean Show" on Sunday. Their listening audience, according to CHS Secretary-Treasurer Bill Tillery, is 145,000 per week.

Ad Service for Dealers

A new series of advertising mats to simplify dealer newspaper advertising has been made available by the Building Products Merchandising Service, P. O. Box 1956, Little Rock, Ark.

This planned campaign, which sells for \$50 a year, includes eight newspaper ad mats, already proved through previous use, and use of the trademark "Certified Building Products."

The advertisements refer to "our budget payment plan," meaning that the material advertised can be bought on whatever budget payment plan the dealer uses.



PRETTY PRIZEWINNER

"Sea Swirl"—that is what the new brushed plywood of Associated Plywood Mills, Inc., looked like to Barbara Smith, APMI employee. So she submitted that name for the fancy new board and it won for her the \$100 check that is being presented by APMI President Leonard Nystrom in this picture. "Sea Swirl" was introduced in celebration of the firm's 30th business anniversary in the Pacific Northwest. Stocks are available at all APMI warehouses.

Used in Tallest Apartment

Vermiculite is being used for fire protection in Virginia's tallest apartment building.

This 271-unit structure, the Mayflower apartments in Virginia Beach, has exterior walls plastered with one-half inch of Zonolite base coat plaster, applied over gypsum lath.

A three-quarter inch thickness of the same plaster is used over metal lath on ceilings. Zonolite concrete covers all roof terraces.

Delph
HARDWARE & SPECIALTY CO.

2109 HUTCHISON AVENUE
CHARLOTTE 1, NORTH CAROLINA

Write for Our
General Catalog

Distributors for . . . 1001 dependable building products including the nationally known Ulco line of aluminum windows that can't rust, rot, warp, crack. Ulco windows are available in more than 100 styles and sizes to fit every plan for new or remodeled homes. Their simple open-close operation eliminates ropes, pulleys, weights. Never need painting. Last a lifetime. Ulco lifetime aluminum windows always on display at our show rooms.



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FLOOR WITH **NORTHERN HARD MAPLE**
BEECH AND BIRCH

for
**MODERN CONSTRUCTION
 LOW COST INSTALLATION
 use PULLMAN SASH BALANCES**



Pullman Sash Balances are better . . . more economical for builders than windows having weight boxes, sash weights, chains, cords and pulleys. Installation is fast. Little on-the-job carpentry work is required. Thus labor costs are low. Pullman Balances are a sales aid to lumber dealers selling prefabricated windows and Pullman Balances as a unit.

**THE ONLY BALANCE WITH
 A LIFETIME GUARANTEE**

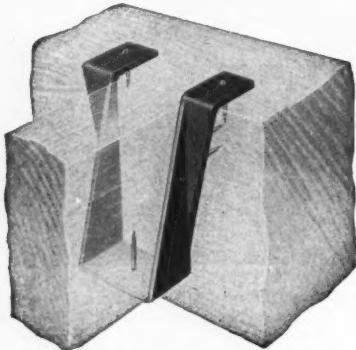
Every Pullman Sash Balance is guaranteed against imperfect workmanship or material during the lifetime of the building in which it is installed.

WRITE FOR LITERATURE

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IDEAL Joist Hangers



Preferred because they lay flat against the joist and girder! They fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

The IDEAL HANGER CO.
 1289 East 53rd St. Cleveland 14, O.

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KNOX HOMES

GOOD
INVESTMENTS!

Now Is the Time to Build Low-Cost Homes!

ADVANTAGES

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1. We actually schedule your erection of Knox Homes as to Days and Dollars—to enable you to Build at a Profit!
2. We make a certain allocation of Financial Assistance.
3. We have absorbed increased costs on the Package Price of these two Lower-Priced Knox Homes!



ADVANTAGES

to YOUR CUSTOMERS

1. These models require minimum down payment under present Government Regulations.
2. Small monthly payments and long terms make them attractive to moderate income groups in either inflated or recessionary periods.
3. We issue a Warranty with each Knox Home.

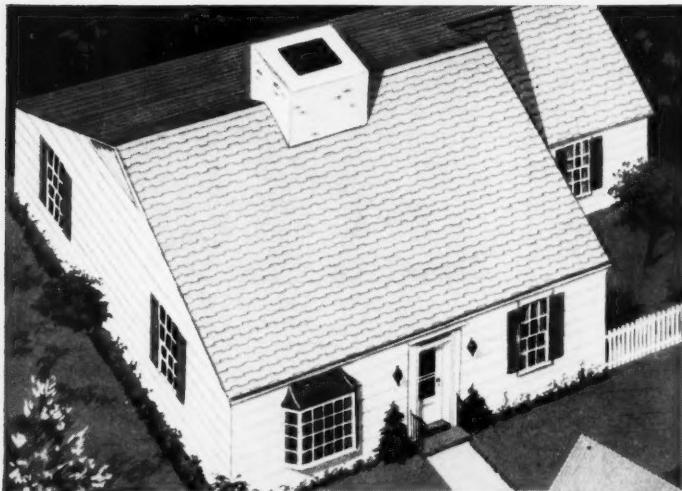


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Dealership. Certain Areas in
Southeast Open for Alert,
Responsible Dealers.

To those who build or remodel—

ASBESTONE ROOFING SHINGLES

are easier to sell—and sure to last



**AND More and More Beautiful Homes Have
ASBESTONE Siding Shingles** — deep wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.

Modern!—**ASBESTONE Wallboard**

For homes, stores, offices—For interior partitioning and exterior finishes... easy to install... fireproof... can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights—Corrugated Standard "400" and Economy "250".

Check these Features of **ASBESTONE!**

- ✓ **Beautiful**—adds distinction and value to any building
- ✓ **Durable**—lasts a lifetime
- ✓ **Economical**—moderate initial cost—practically no upkeep
- ✓ **Fireproof**—absolutely incombustible
- ✓ **Weatherproof**—does not rot, rust or corrode
- ✓ **Termiteproof**—no organic matter for termites to eat
- ✓ **Insulating**—homes are snug in winter, cooler in summer
- ✓ **Easy to apply**—on new houses or over old roofs



Dutch Lap

Early American Strip

Hexagonal

AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish

Hexagonal—Popular diamond pattern—in a smooth finish

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